

CURIO

Catalog

No. 82

See our
FREE
OF EXTRA COST
OFFERS



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CHICAGO, ILLINOIS
U. S. A.

THIS WONDERFUL

BOOK



AND
ORTUNE TELLER

READ
ABOUT THIS
WONDERFUL BOOK

Egyptian Witch Dream Book

This Famous Egyptian Witch Dream Book gives you list of Dreams and their Meanings—Fortune Telling by Cards—Palmistry—To Discover a Thief—To See Your Future Husband—Signs to Choose Good Husbands and Wives—Charms and Spells. We take no responsibility for any claims or errors made in concerning this book but simply give the author's version.

BOTH for \$1.00

GET BOOK
FREE

OF EXTRA COST

FREE
OF EXTRA COST TO YOU

EGYPTIAN WITCH DREAM AND NUMBER BOOK

BUY LUCKY MO-JO
INCENSE
and LUCKY MO-JO
Alleged
GOOD LUCK PERFUME



DISTRIBUTED BY VALMOR PRODUCTS CO., CHICAGO



DISTRIBUTED BY
FAMOUS PRODUCTS CO.
CHICAGO, ILL. U.S.A.

ORDER THIS BARGAIN NOW

Here's your chance to get Both a Box of highest quality LUCKY MO-JO INCENSE and a Bottle of LUCKY MO-JO Brand Alleged GOOD LUCK PERFUME. Burn LUCKY MO-JO INCENSE three times a week according to Directions. Sweetness should linger for days. Your friends should love to visit you and remark at the Delightful Perfumed Fragrance that fills your home. Incense has been burned by many people as an offering to the Deity. Also it has been used to Bring GOOD LUCK. It is also true that Perfume has been used by many women to compel Men to LOVE them and have LUCK in general. However, we make no claims to this effect for this Perfume or Incense, and sell only as a very high grade Incense and Perfume.

ORDER BOTH and GET BOOK
FREE OF EXTRA COST

JUST SEND \$1.00 for Both Incense and Perfume and get this wonderful Egyptian Witch Dream & Number Book FREE of extra cost. You really save money when you order this Bargain because the regular price of each is 50c. Both for \$1.00 and then you get the book FREE of extra cost. Send your order today for this Big Bargain.

Order By No A-554
Price For All \$1.00

NUMBER IN EVERY BOX

Many people like to buy Incense with Numbers in box. We packed 3 Numbers in every package but we do not claim that this Number is Lucky or is of any Value. If you want Incense with Numbers, you can get it and you get your Money's worth when you buy this because it is High Quality.

BUY BOTH NOW for \$1.00 GET BOOK FREE OF EXTRA COST

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.

BUY BOTH
for \$1.00 AND GET

FREE!

Genuine Magnetic LODESTONE!

OF
EXTRA
COST

BIG COMBINATION OFFER

BUY BOTH
LUCKY MO-JO Brand
ROOM SPRAY and
SPRINKLING SALTS

BOTH FOR
\$1.00



SWEET SMELLING HOMES ATTRACT FOLKS

Do you want Folks to come to your house and stay with you? Do you wish to rent out your room? Do you wish to keep your Husband at home? Many Times women folks find the Men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. ATTRACT and HOLD your Company at home—A Sweet smelling House should help do it.

PERFUME THE HOUSE

Don't let bad, ill, ugly house odors spoil your Success, LOVE, Happiness, and Good Times. Folks, especially Men, do not like to come to places that smell foul and mean—but they should love to stay in Sweet, Pleasant places.

RID YOUR HOME OF BAD EVIL ODORS

Here's how to do it. Wash away any bad stuff around the house. Just pour a few drops of Floor Wash in the scrub water and wash Floors, Corners and Closets. Next sprinkle LUCKY MO-JO Brand SPRINKLING SALTS behind doors, under Bed, and in Dresser Drawers. Use both ROOM SPRAY and SPRINKLING SALTS. EACH 50c or Get Both for only \$1.00 and get Genuine Magnetic Lodestone FREE of extra charge. This is a real bargain offer. ORDER YOURS TODAY

ORDER BY NO. A-556
PRICE FOR ALL

ONLY \$1.00

ORDER BOTH for \$1.00 GET LODESTONE FREE OF EXTRA COST

SEND ALL ORDERS TO

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CHICAGO, ILL., U.S.A.



LOVERS SECRETS



**ALL
for Only
98¢**



SECRETS FOR LOVERS



How to Make LOVE

The Mystery of Love Making Explained

Most everyone wants **LOVE**. Are you missing a **Happy Life**? Can you hold the **Love** of your husband, wife, or friend? Can you captivate, fascinate **WIN** and **HOLD** the one you **Love**? These two books tell you how to act—What to say—what to do—**How to Win a girl's or man's consent**—How to improve your beauty. A Bottle of alleged **GOOD LUCK Perfume** also included. We assume no responsibility for claims made by the authors of books but simply give their version. Order by name, "Lover's Secrets Outfit."

No. A-523

Price for All Only **98c**
3 Outfits \$2.49

**BIG
TRUE LOVE
DEAL!**

**ORDER
NOW!**



**FREE
OF ANY EXTRA COST
MO-JO COIN**



**LODESTONE
IN A RED
FLANNEL BAG**

**READ WHAT
ALL YOU
GET
for \$1.00**

TRUE LOVE

Brand Sachet POWDERS, PER- FUME and LODESTONE

Everyone knows that Sweet Smelling Perfume helps in **LOVE** and Romance. Here's your chance to get a bottle of **TRUE LOVE Brand PERFUME** and **TRUE LOVE Brand Sachet POWDERS**. Just put on a little every day and see how sweet you will smell. You can also get **LODESTONE**, regarding which one book mentions that the Lodestone was worn because it had the power of **WINNING** and **HOLDING LOVE** to be a Magnet for Hearts as for metals. If you wish a Big Bargain, you can get all for \$1.00 together with a Mo-Jo Coin **FREE** of extra cost. We, of course, make no claim that **TRUE LOVE Brand PERFUME** and **POWDER** with **Lodestone** and **Coin** would bring **LUCK** in **LOVE** or be any help in **LOVE** affairs. However, if you wish a **BARGAIN**, order ALL for Only \$1.00

No. A-566 **\$1.00**
Price

3 Outfits \$2.49

**ALL
for only
\$1.00**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.
Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.

MOST AMAZING OFFER \$5.00 REGULAR VALUE
ALL \$2.48
FOR ONLY



HERE IS WHAT YOU GET

1 Genuine Magnetic Lodestone	Value .50
1 Bottle Lodestone Perfume	Value 1.00
1 Alleged Chinese Good Luck Ring	Value .50
1 Alleged Lucky Mo-Jo Good Luck Coin	Value .50
1 Lucky Cat Brand Sachet Powder	Value 1.00
1 John the Conqueror Root	Value .50
1 Lucky Cat Brand Perfume	Value 1.00

Catalog Price VALUE \$5.00

No. A-567
ALL FOR \$2.48

SAVE MONEY ORDER THIS SPECIAL
SEND ALL ORDERS TO KING NOVELTY CO. OFFER RIGHT NOW!

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

MAGNETIC LODESTONE JOHN THE CONQUEROR ROOT

BUY TWO



BUY BOTH

GET
THIS
Alleged
LUCKY
MO-JO

for ONLY \$1⁰⁰

HIGH JOHN THE CONQUEROR ROOT has been considered the **KING ROOT** of the forest. It has been recommended by Conjurers or so-called **Root Doctors** and has been sold for high prices. These Voodoos, we believe, told their customers to carry the **Root** for **LUCK**, **Winnings**, and **SUCCESS** in **Love**. We do not sell for this purpose and make no claims that it is valuable as a **Luck Bringer**. It is sold to you only as a Curio.

Price of each
Root 50c

**COIN
FREE**

OF EXTRA
COST

LODESTONE has been used by many people, both in the past and in the present, for the purpose of **Drawing LUCK** such as to Bring in the Winnings in Games, or to Bring **Luck** in Money Matters or **Luck** in Love and Romance. Even though it is true that the Carrying of a **LODESTONE** has been considered **Lucky**, we make no claims like this and sell it only for people who desire it as a Curio.

The price of this
Lodestone is... 50c

- 21 SYMBOLS
ON THIS COIN**
1. Cat's Eye
 2. Burning Incense
 3. John the Conqueror Root
 4. Tiger Head
 5. Clasped Hands
 6. Horn of Plenty
 7. Lodestone
 8. Mo-Jo Head
 9. Elephant



10. 3 Wise Monkeys
11. Black Cat
12. Burning Candle
13. Rabbit's Foot
14. 4 Leaf Clover
15. Key
16. Heart and Arrow
17. Number Seven
18. Star
19. Horseshoe
20. Horseshoe Nail
21. Wishbone

**ORDER
NOW**

**ORDER
TODAY**

GET LUCKY MO-JO ALLEGED COIN FREE of extra cost when you buy this Magnetic **LODESTONE** and **John the Conqueror ROOT**. This Coin has on it the words, "**GOOD LUCK**" and 21 Alleged Symbols of **LUCK**. We make no claims that because all these **Alleged Lucky Symbols** appear on the coin that it will bring **LUCK**. We, however, do give it **FREE** of extra cost to those who wish to Carry it in their pockets as a Pocket Piece. Get this **LUCKY MO-JO COIN FREE** of extra cost today. Just order your **Lodestone** and **John the Conqueror Root Curios**. Send \$1.00 and these goods will be sent to you quick.

ORDER BY NO. A-557

PRICE FOR ALL \$1.00

AMAZING OFFER! BOTH for ONLY \$1.00

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

GOOD LUCK Brand HORSESHOE CANDLE

LATEST
NEWEST
MOST
AMAZING
HORSESHOE
CANDLE

PRICE
\$1.00

DEAR CUSTOMER:

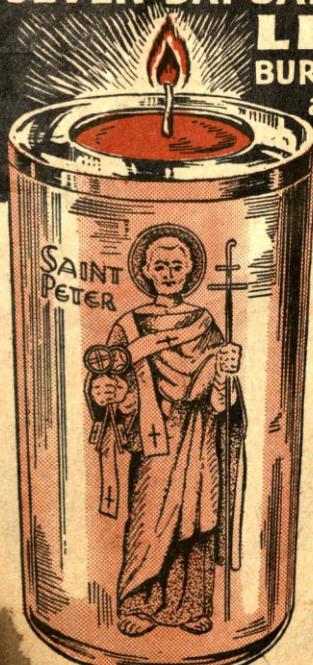
Order yourself this most Amazing GOOD LUCK Brand HORSESHOE CANDLE. Many of our customers can hardly wait until they get this Candle. The Horseshoe has long been regarded as **Bringer of GOOD LUCK**. People have nailed Horseshoes against their walls as a **SAFEGUARD** against EVIL things and as a **LUCK CHARM**. Candles have been Burned by many people who superstitiously believed that Burning Candles would do such things as **PROTECT** against Spells, **BREAK UP Love Affairs**, **Make a Man Come Home**, **Bring Money** or **Invoke Spirits**. We make no claims that this HORSESHOE shaped CANDLE will perform any of these Miracles. We have told the Truth of what some people believe about the Horseshoe and Candles but sell this **HORSESHOE CANDLE** only as one of our newest novelties. Looks Mystic as it Burns on two ends. Get great satisfaction by having this latest Horseshoe Candle.

ORDER BY NO. A-316
HORSESHOE CANDLE ONLY \$1.00

3 FOR \$2.00

ORDER NOW

St. Peter's
SEVEN DAY SANCTUARY
LIGHT
BURNS 7 DAYS
and 7 NIGHTS
WITHOUT
STOPPING



Many of our religious customers like to Burn this **ST. PETER'S 7 DAY SANCTUARY LIGHT**. This is one of the **BIGGEST CANDLES** we have ever sold. Burns for one solid week (**7 Days and 7 Nights** without stopping). Candle comes in Handsome glass decorated with Beautiful colored Picture of **St. Peter**, all ready for Burning. Just light Candle and it **Burns for 7 days and 7 nights**.

**ORDER BY
NO. A-318**

**PRICE
ONLY**

\$1.98

Alleged
**LUCKY
CAT'S
EYE
CANDLE**
Latest
**CANDLE
CREATION**



Buy this Novel Curio Candle—A Candle in the shape of a Black Cat's Head. We have called it the alleged **LUCKY CAT'S EYE Candle** because one of the traditions concerning cats is that if a Cat comes to the house, especially a **Black Cat**, it is a sign of **GOOD LUCK**, if the Cat is treated kindly. Also in India a **Cat's Eye** was considered a **Gambler's Mascot**, to **BRING LUCK**, in All Games of Chance. Even though this Candle has **Two Cat's Eyes** and is shaped like a **Black Cat's Head**, we make no claims that it will bring Luck to Gamblers or anyone else. We have merely stated the Truth about some superstitious beliefs regarding the **Black Cat** and the **Cat's Eye**. If you Burn Candles then Don't miss this chance to Buy one of the Greatest and Latest Candle Curios. Order your **BLACK CAT'S EYE Candle** Now!

ORDER BY NO. A-317
PRICE ONLY..... \$1.00

DEVIL'S Shoe String



50¢ PER BOX

A certain book on Folklore gives the following belief regarding the **DEVIL'S SHOE STRING**. Cut Root into small pieces. Put camphor or Whiskey on it. Rub on your hands—Dress inside of hands with it and grab your enemy by the arm when he comes for you. Carry a bit in your pocket. No snake will bite you. Lay a piece in a Man's Path, he will never have any money. Use it for a **GAMBLING HAND**. We, of course, make no claims that this **ROOT** will have any supernatural effects as above mentioned or that it will bring **GOOD LUCK** to **GAMBLERS** or anyone. We have only mentioned some superstitions believed regarding **DEVIL'S SHOE STRING** and sell it only as a Curio and Curiosity.

Order by No. A-220

Price Per Box

50c

3 BOXES FOR ONLY \$1.00 OR ANY 3 ROOTS ON THIS PAGE FOR \$1.00.

50¢ EACH
or any **3**
for **\$1.00**

FIVE FINGER GRASS

This plant has a leaf divided in Five Segments. We believe that this **ROOT** has been used by many people for **Hoodooing**, that is, for the purpose of **DRIVING OFF EVIL** and Bringing **GOOD LUCK** in Money Matters and Love Affairs. However, we do not claim that the **FIVE FINGER GRASS** will **Drive Away Evil** or **Bring Good Luck**, and sell only as a Curio. Comes packed in a box under the name of **MO-JO** Brand. PRICE of **FIVE FINGER GRASS** packed in box 50c or you may save money by ordering any **3 Roots** on this page for **\$1.00**.

Order by No. A-217

Price Per Box 50c

3 BOXES ONLY \$1.00 or ANY 3 ROOTS ON THIS PAGE \$1.00



50¢ PER BOX

ADAM AND EVE ROOT



50¢ A PAIR

TWO ROOTS One book that tells about Folk Beliefs mentions that the **ADAM AND EVE ROOT** is one of the familiar **ROOTS** in the Medicine Case. Roots like **ADAM AND EVE** have been used in Voodooism and Conjuration for so called **HOODOOING**. From reading this book, we believe that Roots like **ADAM AND EVE** were carried around on the person for the purpose of **Bringing GOOD LUCK**, for making **Conjure Hands**, **Driving Away EVIL** and to help people **WIN in LOVE and MONEY**, or overcome their Worries, such as **Bringing Back Lost Money** or **Bringing Back a Lost Lover**. We make no claims that this **ADAM AND EVE ROOT** will bring **GOOD LUCK** or have any value as a general all around **Luck Bringer**. If it does, it may only be a coincidence. We sell only as a Curio or Curiosity. **TWO ROOTS** are packed in box, labeled **MO-JO** Brand.

Order by No. A-211

Price per Box

50c

3 BOXES for \$1.00 or Order any 3 ROOTS on this page \$1.00

SAMPSON SNAKE ROOT

**GET ANY 3
for \$1.00**

A Book on Folklore and Conjuration tells us that the **SAMPSON SNAKE Root** was chewed to **Soften Hearts** and used in any **Hand or Trick**. From this we believe it was used in Love Affairs to bring **GOOD LUCK**. It was also steeped in a Tea for Medicinal purposes. We make no claims that this Root has any Medicinal or Supernatural Value, such as Softening Hearts, or bringing **GOOD LUCK**, and sell only as a Curio. Comes packed in Box labeled **MO-JO** Brand. This is the **GENUINE MO-JO** Brand **SAMPSON SNAKE ROOT**. Order a Box for 50c or you can Buy any 3 **ROOTS** on this Page for Only \$1.00.

Order by No. A-405

Price Only 50c

3 Boxes for \$1.00 or Any 3 Roots on This Page . . \$1.00



50¢ PER BOX

\$1.00 EACH

ALL 3 for \$2.00



FREE!
of extra cost
ALLEGED
SEAL OF POWER

The
MASTER'S BOOK
OF
PROFOUND
ESOTERIC LAW

THE 7 KEYS TO POWER

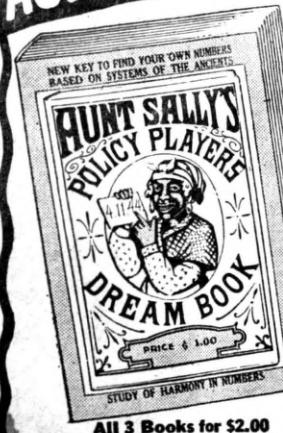
By Lewis de Claremont. On the title page it states "Oh, eyes that are weary and hearts that are sore, look unto God and sorrow no more." In the introduction the author says this Book will tell you "When to do a certain thing and How to do it." The Book purports to tell: How to Remedy Conditions known as Cross Conditions; Key to the Power of Commanding; How to Get Rid of Fear; Hour of Occult Power; How to Find the proper hour for all magical undertakings; How to Cast Out Devils; Overcome Enemies; Uncross People; How to Burn Candles for the Days of the Week; How to pray to Remove All Evils. We assume no responsibility for the Author's or Publisher's claims, and sell **The 7 Keys to Power** only as a Book that you might be interested in reading. Price \$1.00, and we give FREE of extra cost an alleged Seal of Power on Genuine Parchment Paper.

No. B-679-7 Keys to Power \$1.00
All 3 Books for \$2.00

\$1.00
EACH
BUY
ALL 3
FOR
\$2.00



AUNT SALLY'S DREAM BOOK



Book of Numbers

This great book gives the Author's interpretations of Dreams and Numbers to which they apply—Good Combinations to Play, Tables for Finding what are supposed to be Lucky Numbers, Saddles, Gigs, and Horses. Lucky Numbers, Numbers that Harmonize, Interpretation of Dreams and Numbers to which they apply. Signs and Symbols, Cards, Dreams and their Numbers. Numbers and Dreams of the Months, Numbers for the Days of the Week, Ladies' List of Numbers, Gentlemen's List of Dominoes and their Numbers. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version. Be sure to get this Famous Dream Book.

No. B-605 . . . \$1.00

All 3 Books for \$2.00

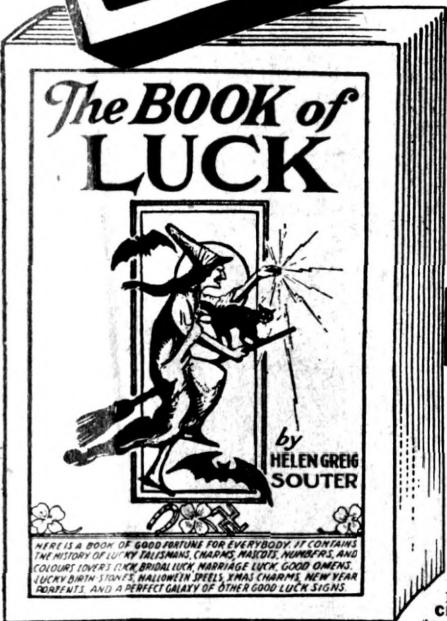
LEGENDS of INCENSE

WHAT THE BOOK PURPORTS TO TELL ABOUT
How to use Roots, Herbs according to Ancient Legend—How to use Anointing Oils—How to Dress a Candle—How certain oils have been used such as Magnet Oil—Commanding Oil—Lovers Oil—Attraction Oil—Power-Pelling Oil—Etc. How to make Love Powders—Philtres—True Love Powder—How Incense is made and use Success Incense—How to make LUCK, LOVE, GAMBLING and BUSINESS High John the Conqueror—How to use Love Root—Conqueror—How to use Adam and Eve Root. We assume no responsibility for claims and statements made by the author but simply give his version. We offer as an interesting book without the recommendation that the reader follow formulae, etc., to bring about any alleged supernatural influences to accomplish certain desires.

**Order by No. B-702. Price Only \$1.00
All 3 Books for \$2.00**

**Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.**

FREE OF ANY EXTRA COST BOOK OF LUCK



WITH THIS GREAT INCENSE BUY
3 Great INCENSES
LUCKY MO-JO INCENSE



ORDER ALL 3
GET BOOK OF
LUCK FREE
of Extra Cost

LUCKY MO-JO Brand Incense one of our fastest sellers. Light a piece of this wonderful LUCKY MO-JO Brand Incense. The sweet perfume rises and fills the air with a delightful fragrance. You should Love to Burn it. LUCKY MO-JO Incense sells for 50c a Box but when you buy all 3 Boxes shown on this page, you save money and get the BOOK of LUCK FREE of extra cost.

50c Each. All 3 for \$1.49

VAN-VAN INCENSE

It might interest my readers to know that History tells us that among other POWERS with which Incense was credited by Pre-Christian Religions, was that of DRIVING AWAY EVIL SPIRITS, and also as a Sacrifice to the DEITY. Even though we know it to be a fact that many people in both Past and Present Burned INCENSE to Drive Away Evil Spirits, Drive out Bad Influences and Bring Much GOOD LUCK, we make no claims to this effect or that it has any Supernatural Power. We sell VAN-VAN INCENSE for its marvelous VAN VAN type fragrance 50c a Box. Buy 3 Boxes of INCENSE illustrated on this page and we will give FREE of extra cost, the BOOK of LUCK. You should like to read this book because it tells you about LUCK.



FRANK-INCENSE

You can read in the Bible in Exodus XXX-1: "Thou should make an altar to burn Incense on. Many of our customers enjoy burning this FRANK-INCENSE COMPOUND. Just take a pinch of powder, light it and enjoy the most wonderful odor. Many of our customers like to pray at the same time that they Burn this INCENSE and, therefore, we furnish a PRAYER with every package."

ORDER INCENSE NOW
Save MONEY by buying these 3 Boxes of INCENSE.

LUCKY MO-JO BRAND INCENSE
VAN-VAN INCENSE
FRANK-INCENSE COMPOUND.

ALL THREE for \$1.49 and you get the BOOK of LUCK FREE of extra cost.

ORDER BY NUMBER A-558
ALL ON THIS PAGE

Only \$1.49



SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AV.
CHICAGO, ILL., U.S.A.

DOUBLE LODESTONE

MO-JO
BRAND
FREE

OF ANY EXTRA COST



WHITE LODESTONE — BLACK LODESTONE

GET THIS PAIR

A book that tells all about Mascots and Alleged Good Luck Charms mentions that during the middle ages the **LODESTONE** was worn in rings because it was believed to have the **POWER** of **Winning** and **Holding Love**. It was also stated in this book that in the East, the **LODESTONE** is much worn as a **Charm to Protect from Spirits of Evil**. In India, it is said to give Health and Strength to its wearer in addition to **SAFEGUARDING** him from the **EVIL EYE**.

MANY of our customers like to buy a **PAIR** of **LODESTONES**. We have colored one White and call it **WHITE LODESTONE**. The other we have dipped in Black Steel Dust and called it **BLACK LODESTONE**. We make no claims that these **TWO LODESTONES** would bring **LUCK** or Drive Away **Evil** and sell only as a Curio. If you wish to buy this **DOUBLE LODESTONE** Curio, we will also furnish you with a box of MO-JO Brand LODESTONE POWDER. You can get all these 3 Curios which are separately priced as follows: **WHITE LODESTONE \$1.00, BLACK LODESTONE \$.50, MO-JO BRAND LODESTONE POWDER .25, TOTAL VALUE \$1.75, SPECIAL if you order by No. A-560, ALL FOR \$1.00. ORDER YOUR DOUBLE LODESTONE OUTFIT NOW!**

Order By No. A-560 \$1.00
Price For All

FREE! JOHN the CONQUEROR FLOOR WASH with these 3 ROOTS

OF EXTRA COST TO YOU

HIGH JOHN SOUTHERN JOHN LITTLE JOHN

Three detailed illustrations of roots, labeled "HIGH JOHN", "SOUTHERN JOHN", and "LITTLE JOHN".

\$2.00 VALUE Only \$1.49

Here's a real **BARGAIN**. These may be just the **ROOTS** you have always wanted to **CARRY WITH YOU** as a Curio. **HIGH JOHN THE CONQUEROR ROOT** has been esteemed by VooDoo's and Conjure Men as a **POWERFUL LUCK PIECE**. **SOUTHERN JOHN THE CONQUEROR ROOT** and **LITTLE JOHN ROOT** have also been used by some people for the purpose of bringing **GOOD LUCK** and **DRIVING AWAY BAD LUCK**. We do not sell these **ROOTS** to you for that purpose and make no claims that they would in anyway bring **LUCK**. If you wish to buy these 3 **ROOTS** as Curios, we will give you a full size **50c** Bottle of **John the Conqueror Floor Wash** **FREE** of extra charge. You save money by Buying all 3 together. You save 50¢ and get a 50¢ article **FREE** of extra cost. If you want **HIGH JOHN THE CONQUEROR ROOT, SOUTHERN JOHN THE CONQUEROR ROOT, and LITTLE JOHN**, send your Order **NOW**. Give Number when ordering so we will know that you should also get Bottle of **FLOOR WASH** **FREE** of extra cost.

Order By No. A-561
Price For All Only \$1.49

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6TH and 7TH BOOKS of MOSES

CONTAINS EXACT COPIES of over 115 SEALS, SIGNS, EMBLEMS, etc., used by **Moses**, Aarons, Israelites, Egyptians, etc. in their **Magical** and other Arts, **Moses**, the Great Law Giver of Israel, acquired, as he resided at the Court of Pharaoh, many Egyptian Arts and Secrets in his constant intercourse with learned men. **The 6th and 7th Books of Moses**

are pronounced by many people the most wonderful works ever published. It is even said that **Millions never undertake any important steps in life relative to finance, exchange, health, and the general welfare of man, without seeking from its page ADVICE and GUIDANCE.** Of course, we take no responsibility for the statements made in this book but only give the author's version.

COPIES OF 125 SEALS ARE SHOWN
Fig. 1. The Seal of the Great Breast Plate of Moses.

Fig. 2. Special Seal of Treasure.

Fig. 3. Seal of Long Life and Fortune.

Fig. 4. Love, Respect, and Affection.

Fig. 5. Seal of Long, Life, Treasure, and Health.

Fig. 6. Seal of Power.

Fig. 7. Seal of Dreams and Wisdom.

Fig. 8. Seal of Earth's Treasure.

And many more SEALS which we do not have room to mention here. The four great divisions of the Spirits of the Air, Fire, Water, and Earth, are given with their uses, and full explanatory tables. Volume 2 of this wonderful book contains illustrations such as The Breast Plate of Moses, The Great General Seal of Citation,—Spirit of the Burning Bush, and many others. This wonderful work is sure to educate and please you. Order your 6th and 7th Books of Moses NOW.

**GET SEAL FREE
OF EXTA COST**

Send \$1.00 Now for this Famous 6th and 7th BOOK OF MOSES and we give you FREE of extra cost a **SEAL** printed on Genuine Virgin Parchment Paper.

**Order by
No. B-609 \$ 1.00
Price . . .**

3 Books for \$2.50

FREE
OF EXTRA COST
**SEAL PRINTED ON
GENUINE PARCHMENT PAPER**

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ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AV.
CHICAGO, ILL., U.S.A.

**WITH SEAL
ONLY
\$1.00
No. B-609**

Genuine FRANK-INCENSE COMPOUND

THE BIBLE SAYS "BURN INCENSE!"



**GET
FREE**

OF EXTRA COST

PRAYER
WITH EACH
PACKAGE



INCENSE has been burned as far back as Biblical days, as an offering to God. Ancient documents mention the use of **FRANK-INCENSE**. You can even read in the **Bible** in **Exodus XXX-1**: "Thou Shalt make an altar to burn Incense on." Incense has been burned in many forms of Worship. History tells us Incense has been used as a Sacrifice to the Deity; as a Demonifuge to **Drive Away Evil Spirits**. Incense has been burned by many people because they have believed that it would bring **GOOD LUCK** and enable them to gain their Desires. We make no claims to this effect and sell this Incense only as a specially prepared **FRANK-INCENSE Compound** which we believe to contain the same **FRANK-INCENSE** as used in Biblical times.

INCENSE BURNED WITH RECITAL OF PSALMS

Those who believe in the efficacy of **Prayer** and the **Recital of the Psalms** when **Burning Incense** may do this if they wish. However, we make no claims that reciting the Psalms mentioned below or Burning Incense will produce any supernatural effect or be of any value. We sell this **FRANK-INCENSE Compound** only as a fine Incense that will Burn with a delightful fragrant odor. One book mentions that in the year 1512 in the Mozarabic rite that Incense was used plainly as a sacrifice for the Appeasement of God's Wrath. If you wish to burn Incense with recital of psalms, you may of course turn to the **Bible**, read the **Psalm** you want at the same time that you burn this **FRANK-INCENSE Compound**.

MANY of our customers like to Burn this **FRANK-INCENSE Compound** and offer **Prayer** at the same time. Some of our customers have burned this Incense and read at different times **Psalm 4, 8, 10 and 26**, or if you wish to use this method of **Praying** and at the same time, **Burn FRANK-INCENSE**, you may read any Psalm that you wish or cite any Prayer that you should Desire. Even though it is well known that some people like to **Burn Incense** and **Offer a Prayer** at the same time, we make no claims that reciting of any of the Psalms or the Burning of Incense or that Prayer will produce any supernatural effect or be of any value. We sell this **FRANK-INCENSE Compound** only as a fine Incense that will burn with a delightful fragrant odor.

PRAYER GIVEN WITH EVERY BOX OF INCENSE

Order a box of this **FRANK-INCENSE Compound**. You will receive **FREE** of extra charge, a **Prayer** and **Picture of St. Anthony** with Child.

Order By No. A-201K
Price Only

50c

3 Boxes For \$1.25

GET ALL 3

ALSO
FREE
OF EXTRA COST

MO-JO
COIN

FRANK INCENSE-LODESTONE JOHN THE CONQUEROR ROOT

ALL for \$1.00



**You Get
\$1.50
Value
for \$1**

1 Magnetic
Lodestone
1 High John the
Conqueror Root
1 Frank-Incense
Compound
Order by
No. A-559

**ONLY
\$1.00**

Dear Friend:—Many of our customers like to buy **FRANK-INCENSE** and at the same time they want to possess a **Genuine Magnetic LODESTONE** and **HIGH JOHN THE CONQUEROR ROOT** Curio. Even though many of our customers believe that this **ROOT** and **LODESTONE** together with **Burning of FRANK-INCENSE** will bring much **GOOD LUCK**, we do not claim this and do not sell for this purpose. To those who wish to save money, we will supply you with this **FRANK-INCENSE** Outfit and also give you **FREE** of extra cost a **Lucky MO-JO COIN** to carry in your pocket. On this coin there are Twenty-one Alleged **LUCKY** Emblems. Neither do we claim that this Coin will bring you **LUCK** but we give it **FREE** of extra charge when you order this Outfit. **BIG BARGAIN** Send only \$1.00 for **ALL**.

Order by No. A-559
Price for All

\$1.00



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POW-WOWS BOOK

one of our
BEST SELLERS



FREE

OF EXTRA COST
Alleged
LUCKY MOJO
GOOD LUCK
COIN



IS SAID to contain a collection of the most Wonderful and Valuable Arts and Remedies for Man and Animals, with many proofs of their Virtue and Efficacy in Healing diseases, etc., the greater part of which appeared in print for the first time in the United States in the year 1820, by the celebrated Author, John George Hohman, who claims that:

"WHOSOEVER CARRIES THIS BOOK With him is safe from All Enemies, Visible or Invisible, and whosoever has this book with him cannot die without the Holy Corpse of Jesus Christ, nor Drown in any Water, nor Burn in any Fire, nor can any unjust sentence be passed upon him, So Help Me."

Here Are a Few of the Alleged Contents of This Fine Work

How to Compel a Thief to return Stolen Goods; How to Extinguish Fire without Water; How to Find All Kinds of Metals; How to Banish All Kinds of Pain; How to Compel a Thief to Stand Still; How to Fasten or Spellbind Anything; Protection of one's House and Hearth; A Charm to be carried About the Person; and Hundreds of Real and Valuable Secrets never before discussed.

Faith in Hohman

This work was reissued at the request of a large number of people who are said to place implicit faith in Hohman's writings. We do not, of course, hold ourselves responsible for any statements or errors made in or concerning this book but simply give the Author's version and claims.

Lucky Mo-Jo Coin Given

Get a LUCKY-MO-JO Coin and Pocket Piece FREE of extra cost with your order for POW-WOWS Book. Coin contains 21 symbols of alleged GOOD LUCK. We make no claims that carrying it in your pocket will Bring Luck but we give it FREE of extra cost with Book. Get yours Today!

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PRICE ONLY . . . \$1.00**

The LUCKY STAR DREAM BOOK

By Prof. Konje

If you are interested in Dreams and the interpretation of these Dreams into Alleged LUCKY WINNING NUMBERS this is just what you are looking for. The author gives the NUMBER which a Dream is said to signify and also gives the Alleged meaning of the Dream. For example here are some of the Dreams and Numbers that are listed: Cook 065; Court House 332; Fat 641; Overcoat 444; Telephone 331; Thief 101. 191 Pages of Dreams, explanations and Numbers in this book. Some of the other contents are Letters and Numbers, Ladies' list of names and Numbers, Gentlemen's list of Names and Numbers, days of the week and months of the year and Numbers, signs of the Zodiac under which people are born and the author's alleged Lucky Numbers for these signs. On page 217 the author gives certain Numbers that generally pop up at some special time. We assume no responsibility for claims or statements made by author and simply give his version. This is one of the Biggest Books of Numbers that we know of. Order yours Today!

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3 Books for \$2.50**

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Here's really a Bargain! This is what you get:—Book on How to Make Love or the Mystery of Love Making Explained. Tells about How to Begin Courting, How to get over Bashfulness, to WIN a Girl's or Man's Consent and many other Love Secrets. You also get Model Book of Love Letters, New Book of Flirtations which tells about Art of Flirting, Secret Signs and Invitations. This is not all—Book on How to Become Beautiful also included together with bottle of our Famous KISS ME AGAIN PERFUME. Save Money, order this great Bargain now!

Order By No. A-562 \$1.49
Price For All Only ...

SOUTHERN ROOT JOHN the CONQUEROR FREE

JOHN THE CONQUEROR ROOT has been known to the so called Two-Headed Doctor or Conjure Man as a ROOT for WINNING. One book states that it has been soaked in Whiskey to make a mixture that helps you Win. This same book tells us that **JOHN THE CONQUEROR** was used with Fig Leaves to help rent a Home. Even though it is true that **JOHN THE CONQUEROR** has been used by some people to bring GOOD LUCK in Love and in Money, we make no claims to this effect and sell it only as a Curio. With each **SOUTHERN JOHN THE CONQUEROR** ROOT, you get FREE of extra charge, one Full Size bottle of **LUCKY LOVIN'** Brand Perfume. Send only 50c for Both or order 3 Sets for \$1.35.

OF EXTRA COST TO YOU.
LUCKY LOVIN' PERFUME

BOTH FOR
50¢

No. A-563
3 for
\$1.35



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LORDS' PRAYER RING

STERLING SILVER

Beautifully embossed shank. Plaque inscribed with **LORD'S PRAYER**, "Our Father which art in Heaven, Hallowed be Thy Name, Thy Kingdom Come, They will be done on Earth as it is in Heaven, Give us our Daily Bread and Forgive us our Debts as We forgive our Debtors and lead us not into Temptation but deliver us from Evil for Thine is the Kingdom and the Power and the Glory Amen."

Get Medal FREE of Extra Cost

To our customers who buy this **Genuine Sterling Silver LORD'S PRAYER RING**, we will Give **Sacred Heart of Jesus Medal**. Inscribed on this, you will read words, "Sacred Heart of Jesus—in You I put my Trust." Our Lady of Mount Carmel—Pray for us—on back of medal. You pay only \$1.00 for the **Genuine Sterling Silver LORD'S PRAYER RING** and get **Sacred Heart of Jesus Medal** **FREE** of extra cost.

Many of our customers put a string through the Medal and wear around neck. Amaze your friends by wearing this **LORD'S PRAYER RING** on your finger. Send piece of string or strip of paper for size. Order Yours NOW!

LORD'S PRAYER RING Medal FREE of Extra Cost

Order by
No. J-302-A **\$1.00**
Price Only .

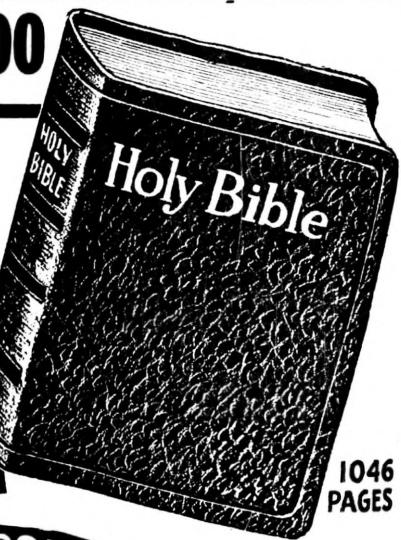


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Every Good home should have a **HOLY BIBLE**. Here's your chance to get a Bargain. Handsome Bible complete with **Old and New Testaments**. **1046 pages**. Easy to Read. Black Leatherette Cover, Red Edges, Gold Lettering on Binding. Biggest Bargain in a Bible we ever heard of. Every person should own a **HOLY BIBLE**. Order yours now and get **FREE** of extra cost a \$1.00 Retail value, **CRUCIFIX RING**. You will enjoy wearing this beautiful Ring with embossed figure of Jesus on Cross. Send piece of string for size. Order Your Bible and get Ring **FREE** of extra cost.

Order by No. B-663-A **\$1.25**
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FREE OF ANY EXTRA COST CRUCIFIX RING



1046 PAGES

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CROSS and HOOP EARRINGS — Bright Yellow Gold color metal. Beautifully designed CROSS hanging inside the Ear Hoop. You should really enjoy wearing these Fine Earrings. They come with Ear Wires for Pierced Ears.

No. J-300E **50c**
Price.....

MY COMPANION ROSARY



Black Leatherette Case with the words "MY COMPANION", embossed in Gold Letters. Black Bead Rosary with Crucifix and two Silver color Medals. One inscribed "St. Christopher — Be My Guide," and the other with "The Sacred Heart of Jesus." Can be carried in Pocket or Purse.

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Price.....

JEWELRY



RELIGIOUS CROSS EARRINGS — Guaranteed rolled Gold Plate. Beautiful CROSS attached to ear wire. Many people derive great satisfaction from wearing the CROSS somewhere about their person, pierced ears. Order yours Today.

No. J-301E **35c**
Price.....

AGENTS WANTED WRITE TODAY FOR AGENTS TERMS

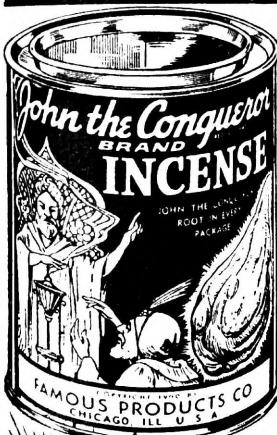
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INCENSE

JOHN the CONQUEROR INCENSE



JOHN THE CONQUEROR ROOT packed in every box. Here is one of our newest boxes of INCENSE. A great creation is this **JOHN THE CONQUEROR BRAND INCENSE** with a **GENUINE ROOT FREE** of extra charge in every box. Keep your home smelling sweet. Burn a little Incense every morning and night. You should just Love the sweet smelling, long lasting, perfumed fragrance of this **HIGH GRADE INCENSE POWDER**. Get Incense and **ROOT FREE** of extra cost. Order NOW.

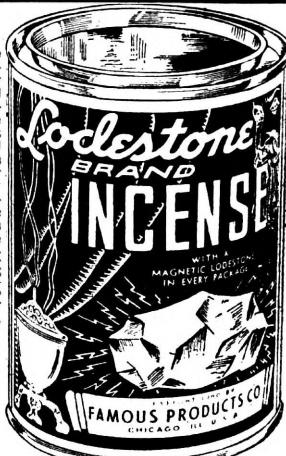
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3 for \$1.25**

LODESTONE INCENSE

LODESTONE GIVEN IN EVERY BOX

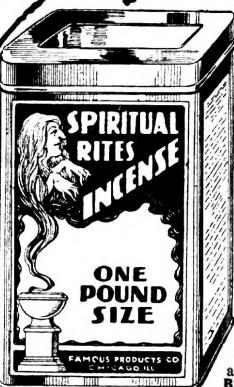
It is well known that Incense has been burned and a **LODESTONE** has been carried by many People to bring **Good Luck**, **Success** and **Long Life**. We however, make no such claims to this effect and sell **LODESTONE Brand INCENSE** only on its Merits that it is the Highest Quality INCENSE that we know how to make. Enjoy its sweet, perfumed fragrance. Send 50¢ for a box NOW. Take this tip. Save Money and receive a **Genuine piece of Magnetic LODESTONE FREE** of extra cost. This is one of the **BIGGEST BARGAINS** in our Catalog. You really receive a \$1.00 Value for 50¢.

**NO. A-201AC ONLY 50c
3 for \$1.25**



**ROOT
FREE**
OF ANY EXTRA COST
IN EACH BOX

**AUNT
SALLY
LUCKY DREAM
BRAND
INCENSE**



**Large 1/2 lb. Can
No. A-201R
Price only \$1.69**

It is SWEET and STRONG. Just take a little of Aunt Sally's and put in incense burner. Enjoy the Sweet Fragrance that rises. Keep your home smelling sweet. **BURN AUNT SALLY'S INCENSE.** Many people like a **NUMBER** packed in box of incense. Therefore, we have put a **NUMBER** in every box. We make no claims that this **NUMBER** is **LUCKY** or of any value. Order your **AUNT SALLY'S INCENSE** NOW!

**No. A-201H
Each 25c
6 for \$1.25**

HIGHLY PERFUMED

Specially prepared **GOLDEN BROWN COMPOUND POWDER**, the form, which has been said, has been mostly used for ages by the **Orientals** for **Ceremonies** and **Invocations**. It has been said that at the Hindu the burning of Incense seems to lull him into a Soul Vision inducing a state where he experiences that weird "Out of the Body" sensation. It is said by those who profess to know that **Incense** was burned by Ancient People and even in the present time for the purpose of bringing **Good Luck** in **Money Matters**, Love Affairs, Games of Chance and to **Drive Away Evil Influences**. We make no claims to this effect for **SPIRITUAL RITES INCENSE** and sell only as a fine **GOLDEN BROWN** Highly Perfumed Incense Powder. Order NOW.

**LODESTONE
FREE**
OF ANY EXTRA COST
IN EACH BOX

**JINK-O
BRAND
INCENSE**



History tells us Incense has been used as a de-
confiniture to Drive away
Evil Spirits. Even though
we know it to be a fact
that many people have
burned Incense to drive
away Evil or Bring Good
Luck, we do not claim this
for **JINK-O Brand INCENSE**. This is a specially
prepared **INCENSE**, Hand
rolled, and Hand made,
LARGE SIZE CONES. Each Cone is 4 inches
Tall, and will burn for one hour or longer. Only
necessary to BURN one **LARGE CONE** a day to
keep your home sweet.
PACKED IN FANCY BOX—Orders Yours Now.

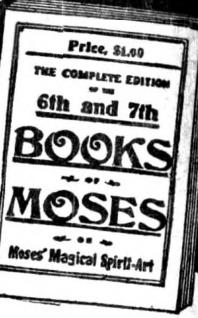
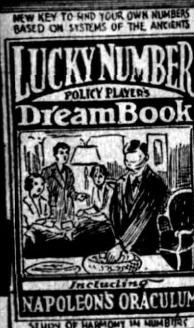
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Price Only 50c
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JOHN THE CONQUEROR

SPECIAL BIG OUTFIT



\$5.25 VALUE for ONLY \$2.66!

UNUSUAL ASSORTMENT OF ROOTS—HERBS—LODESTONES

Many claims of success are made by certain Voodoos and Spiritualists for the John the Conqueror Root. There are many cases where a person who wanted this Root paid as high as \$5.00 for a single root. However, we have obtained a big supply and have included them in this outfit at a very reasonable price. This John the Conqueror Special Big Outfit is one of the biggest bargains in our whole catalog and if you are interested in curios, Herbs, Roots, and Lodestones, by all means take advantage of this low price offer. The Outfit also contains a Lucky Number Dream Book and the Sixth and Seventh Book of Moses. Here are two fine books which we believe you will be glad

to possess. Our regular price of these is \$1.00 each and you can see what a bargain it would be to get both of these included with this outfit. It would be just like getting these books *Free*. The Lodestones that you receive are the highest grade, possessing live magnetic quality. You will also receive a Schemhamfor Seal reproduced from the Sixth and Seventh Book of Moses on Genuine Imported Lamb Skin Parchment. Although many people believe that certain roots and Lodestones are LUCKY we make no claims to this effect and sell this combination outfit only as a curio.

COMPLETE CONTENTS

1 Hi-John the Conqueror Root.....	\$.50
1 Southern Johnnies Conqueror Root.....	.50
1 Sixth & Seventh Book of Moses.....	1.00
1 Lucky Number Dream Book.....	1.00
1 Schemhamfor Seal on Genuine Imported Parchment.....	.50
1 Pair Super-quality Lodestones.....	1.75
TOTAL VALUE.....	\$5.25

Ordered at One Time—

Order by No. A-501.....

Special Price..... **\$2.66**

JOHN THE CONQUEROR FLOOR WASH



Enjoy a Happy Home Life. CLEAN AWAY foul, bad odors in the house. Just pour one or two teaspoonsful of JOHN the CONQUEROR Brand FLOOR WASH in a pail of water. Wash Floors, Scrub Woodwork, and clean Doorsteps. Get into corners of rooms, closets, and dark places. This Highly Perfumed JOHN the CONQUEROR Brand FLOOR WASH helps the room smell Sweet and Pleasant. Folks should love to visit you and should want to stay in your house often. Men like the odor, too, and should be glad to stay home and enjoy it. Wash away the mess and invite Folks to stay. JOHN the CONQUEROR Brand FLOOR WASH really does the work of making a home Sweet smelling.

Price Only **50c**
Order by No. A-205
3 for \$1.25

NEW ORLEANS VAN VAN OIL

Artist's Conception of person using VAN VAN OIL



Conjure Men, Spiritualists and Voodoos, it is said, have had Great Faith in a so-called VAN VAN Oil. Many thousands of folks believe in the teachings of these alleged Savants. They believe that the sprinkling of certain kinds of Oil around their Home or anointing their Body with the Oil would produce LUCK or Drive Away Evil. They also sprinkle the Oil on the door step and put it on their clothes. We make no claims that this Oil will Bring Luck or Drive Away Evil and sell only as a compound made of certain oils which we list under the brand name VAN VAN Oil and sell to our customers as a Curio.

Price Only **50c**
Order by No. A-202A

3 For \$1.25—6 For \$2.00

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Can We Talk to Spirit Friends?

READ THIS BOOK
on Genuine Mediumship

THESE FASCINATING MYSTERIES EXPLAINED

The nature of Spirit Power—How to Conduct Spirit Circles—Crystal Gazing—Slate Writing, How to Develop Telepathy, Table Tilting, Materialization, Fraudulent Spirits, Trance Phenomena, Psychic Triangle, Public Seances.



Hidden mysteries explained. For ages mankind has been fascinated with the age old mystery "Can we communicate with our departed Dear Ones." And now one of the great masters of Psychic Powers declares that the ability to talk with spirit friends can be developed under proper guidance. Not only that but he gives definite rules and instructions for discovering and developing Psychic Powers.

LEARN THESE SECRETS

Develop your Psychic Power. Swami Vishita, the author of this wonderful book reveals in simple, every day language, the long hidden mysteries of Clairvoyance, Spirit Guides, Voodoosim, Crystal Gazing, and Black Magic. In order to get this valuable information into the hands of many thousands, we have made every effort to offer these lessons at an extremely low price—consequently you can now secure this remarkable book for only \$2.25. We do not hold ourself responsible for any claims made by the author but simply give his version. Nearly 300 pages of interesting reading. Order NOW!

Order by No. B-708 Price Only \$2.25



MADAME SIGMA WONDERFUL FORTUNE TELLING CARDS

IF YOU ONLY KNEW

What was going to happen to you. Then you should be able to avoid many of the dangers and troubles that might lie in wait. Thousands of people, both rich and poor, have visited Fortune Tellers to find out about such matters as Love, Marriage, Travels, Money, Business, Success, Luck, Winning in Games, and other information that might affect their future lives. We make no claims that these cards will accurately reveal the future and sell only for amusement purposes. The Guide that comes along with the cards makes it quite easy for you to lay out the cards and gives you what is supposed to be your Fortune. Such questions as: "Will your lover be faithful?" "Will you receive money?" "Will you be successful or have much Luck?" are supposed to be answered. Send for it today.

Order by No. A-225 \$1.00
Price Only

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BUY THIS BOOK

Learn to tell Fortunes by cards. If you do, people may come to you and have their Fortunes told. In this book the author attempts to teach you HOW. It contains information on such subjects as: "What the Individual Cards Signify," "What the Cards Can Tell of the Past, Present, and the Future," "Your Fortune in Twenty-one Cards," "Combination of Sevens," "The French Method," "A Combination of Nines," "The Master Method," "Fortune Telling Games," "How They Tell Fortunes in Italy," "Your Heart's Desire," "The Tarots," "Important Questions" and other information that may be of interest to you. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

FORTUNE TELLING BY CARDS



50c

**Order by No. B-603
Price Only**

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"PROTECT ME"

St.

Christopher
RING

STERLING
SILVER



Wear this Genuine
STERLING SILVER
Ring with Figure of **ST.
CHRISTOPHER**

Child with words "**PROTECT ME**" in raised figures on shank of Ring. Many people who have bought this Ring from us would not part with it for anything. When you buy this **ST. CHRISTOPHER PROTECT ME** Ring, we know you would like it in **STERLING SILVER** because then it would be a pleasure for you to wear. This is the Real Thing! It is made in **STERLING SILVER**. ORDER YOURS TODAY. Send piece of string or strip of paper for size.

ORDER BY No. J-137

\$2.00

PRICE ONLY.....

My Safeguard Key

This Big Seller Worn By Many



This KEY inscribed as follows: "**Sacred Heart of Jesus PROTECT US**" and St. Christopher BE MY GUIDE. Some people like to carry this alleged **SAFE-GUARD KEY** in their pocket or purse or tied with a string or ribbon around the neck. They have great faith that they will be **PROTECTED** and **KEPT SAFE** from harm whenever this KEY is carried. We make no claims to this effect and sell only as a religious emblem with beautifully designed figures of St. Christopher and Sacred Heart of Jesus.

**No. A-275
Only 50c**

CRUCIFIX RING



This ring is one of our Best Sellers. Beautiful, Bright, Gold Color finish. Raised figure of Jesus on Ring has given Spiritual Inspiration to many wearers of this CRUCIFIX RING. Very elegantly made. Send piece of string for size.

**ORDER BY No.
J-192**

\$1.00

ST. CHRISTOPHER PROTECT US

Guardian of Wayfarers Medal

Some people like to carry this St. Christopher "**PROTECT US**" Medal in their pocket and have great faith that it will **PROTECT** him from bodily harm and injury and it is believed that no accidents will happen in any travels while this St. Christopher "**PROTECT US**" Medal is being carried on the person. We make no claims that wearing this Medal would **PROTECT** one from Bodily

Harm or that it has any supernatural effect, but sell only as Beautifully made Medal. You can carry in pocket or if you wish wear it with a string around neck.

**ORDER BY
No. A-245**

\$1.00



ST. THERESA EARRINGS

Here is a beautiful pair of earrings that you should get Great Pleasure wearing. Amaze your friends while you look real attractive with these Earrings dangling from your ears. Each earring has on it a raised figure of **ST. THERESA Holding Crucifix**. Heavy, Bright, Yellow Gold color finish. Order your pair of these Beautiful Earrings Today! A Real Bargain.



**ORDER BY No. J-190-E
PRICE ONLY**

69c

CROSS AND CHAIN

The Crucifix of Christ and Neck Chain shown here is a very beautiful piece of jewelry made to wear around your neck.

Our Master's Crucifix

This Crucifix is said to be symbolic of Peace, Spiritual Love, Virtue and Protection. We make no claims to this effect, but sell as a very elegant Cross set with beautiful Imitation Diamonds and Chain to wear around the neck. Order one for yourself.



**J-191-N
Only..... 50c**

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HINDU GOD INCENSE

THOUSANDS
ARE BURNING THIS
INCENSE

Hindoos, Chinese, Orientals, People in Ancient Biblical Times have burned Incense to their Gods as a Sacrifice. Among the reasons advanced as to the origin of Incense are the following: First, the pleasant Odor of which man was conscious, was pleasing to the deity; Second, it was used to get rid of offensive smells; Third, it was a medium for Prayer, and as the Smoke arose it carried with it the petition to the Gods to whom the fragrant odor gave pleasure. It has been said that among primitive Races there was an idea that the GOOD SPIRITS loved the pleasing odor, while the EVIL SPIRITS hated it. It was also



probably supposed that the offering of Incense would cause the Gods to award them with Riches, Success, Happiness, Love, and Prosperity.

BURN BLACK HINDU GOD INCENSE EVERY DAY

Even to this day, among certain people, there is still a belief that the burning of Incense will bring LUCK and Winnings. However, we make no claims to this effect for HINDU GOD INCENSE. We sell only as a very High Grade Incense, which we believe, is prepared similar to the Incense of the Orient. Order a Box right away. Burn the BLACK Squares of HINDU GOD Incense every day.

We believe they are easily worth \$1.00, but we are the manufacturers and we can sell cheaper than stores and let our customers have a bargain.

Order by No. A-201E
Extra Large Size Box . . .
3 Boxes For \$1.25

50c

Alleged LUCKY AFRICAN LION RING LION HEADED KING OF THE JUNGLE RING

A Weird Looking Ring

Get this strange, uncanny, weird looking Talisman Charm Ring that you will be proud to possess. Consists of beautifully designed Lion's Head holding a simulated Ruby in his mouth. His Eyes are set with flashing, synthetic Emeralds. The Lion has been worshipped as King of the Jungle by many people of the Eastern World. He has always been held in awe and reverence as a Symbol of Power and Strength. This alleged LUCKY AFRICAN LION HEADED RING, could be worn as such a symbol, but we make no such claims that it will produce LUCK or DRIVE AWAY EVIL.



Get this wonderful
work of the Curio
Jeweler's Art.

Adorn your finger with this amazing weird looking Talisman Curio Ring. Astonish your friends by wearing this Alleged LUCKY African Lion Headed, King of the Jungle Ring.

Wrap piece of string or strip of paper around finger and send for ring size.

Some jewelers have sold for as high as \$5.00, but we give our customers a bargain.

Order by No. J-128

Price Only.....

\$1.00

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BIG LUCKY MO-JO BRAND SPECIAL

**BIG BARGAIN—LESS THAN HALF
\$10.25 VALUE—ONLY \$4.98**

Thousands of people buy Lucky Mo-Jo Incense and other Famous Lucky Mo-Jo Brand Lodestones, Roots, Herbs, and Curios. Many believe that they are LUCKY in MONEY Matters, LOVE, and WINNING in Games. We make no claims to this effect and sell only as Curios. If there ever was a BARGAIN offered in Lucky Mo-Jo Brand Goods at special Cut Rate Prices here it is NOW.

CONTENTS

6 Boxes Lucky Mo-Jo Incense	\$3.00	1 High-John the Conqueror Root50
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Prevents foul air in the home. Perfumes the air and helps make home life pleasant.

Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your Husband staying home? Many Times women folks find the Men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. ATTRACT and HOLD your Company at home — A Sweet smelling House should help do it.

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Price Only

TABLE of JUPITER

also called MAGICAL

**NUMBER
SEAL**

ADONAI	+	+	ELOHIM	+	ELOHIM	+	+
4	14	15	1				ZEBDAH
9	7	6	12				
5	11	10	8				
16	2	3	13				
+	+	ROGYEL	+	JOSEPHIEL	+	+	

TABLE OF JUPITER

Which is illustrated above contains 16 NUMBERS that total up to 34 whichever way you try to add them. This Talisman was worn in olden times by many people for RICHES, FAVORS, PEACE and CONCORD, to APPEASE ENEMIES, DRIVE AWAY EVIL and to confer HONOR and DIGNITIES. This Alleged LUCK Talisman is reproduced from an old book on Magical Arts. The different NAMES of God which appear on the sides, above and below the Numbers were used to attract Virtues and Powers and to accomplish certain desires. We make no claims to this effect except that we have reproduced it on Genuine Imported Virgin Parchment and sell as a Curio.

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An introduction states: "The Author has worked laboriously and unceasingly, in order to produce this first class Dream Book. . . There are so many people who desire to get a concise definition of a dream. A dream is the forecast of coming events. It generally comes to us in a parable, or in some other similar form during sleep. It is therefore, quite necessary to consult a good dream book. A dream is really a warning of coming events, whether favorable or unfavorable."

CONTENTS OF THIS BOOK AS FOLLOWS:

Page 4—HOLIDAYS, and their Numbers.

Page 5 to 168—DREAMS, explained and their Numbers, as for Example: JOCKEY—

To see one signifies you will win a great deal of money—219.

Page 169—LETTERS, and their Numbers, as for Example: H—528. The DAYS of the

WEEK, and their Numbers, as for Example: MONDAY—761. The MONTHS of the

Year, and their Numbers, as for Example: JANUARY—183.

Pages 170 to 188—LADIES' List of Names, with their Numbers.

Pages 189 to 200—GENTLEMEN'S List of Names, with their Numbers, as for Exam-

ple: JACK—293.

Pages 201 to 205—CITIES, and their Numbers, as for Example: Memphis, Tenn.—345.

Pages 204-224—YOUR HOROSCOPE, and gives your supposed Lucky Days.

Pages 224 to 226—COMBINATION of NUMBERS that follow each other.

Pages 227 to 230—YOUR LUCKY BIRTHDAY NUMBER.

Page 231—NUMBERS, and Things you may see or hear.

Page 232—NUMBERS and CARDS, as for Example: Ace of Hearts—739.

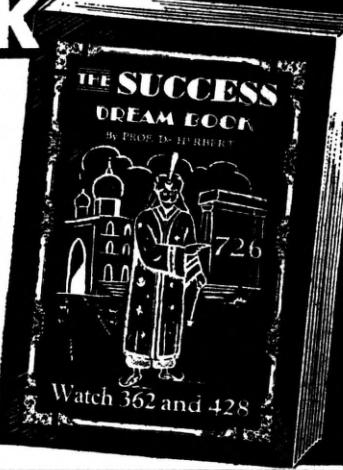
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Are you interested in Dreams and the interpretation of their so-called Winning Numbers? It is believed by some superstitious people that whatever you may dream of has a certain meaning. Whether this is true is, of course, a matter of opinion. The CUBAN B. O. DREAM BOOK consists of a Double Set of figures of Two Numbers for each Dream, as for Example: CAT—84-31. You will also find in this Book a list of Both Ladies' and Gentlemen's Names, and their Numbers, as for Example: ABEL—47-54. The Days of the Week, and their Numbers; Months of the Year, and their Numbers; Clothing, and their Numbers; and a few other interesting remarks concerning Numbers. We assume no responsibility for claims made by the author, but believe you will be very pleased with this Book. Order Today.

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Genuine AFRO DREAM BOOK

Improved & Revised

THE RIGHT NUMBERS FROM DREAMS

INCLUDING FULL INTERPRETATION OF WHAT YOUR GREAT DREAM MEANS IN THREE NUMBERS

721

This Book gives Dreams and Numbers as follows:
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—547. Wife—436.
Child—981. Friend—472.

Look up your Dream and have fun seeing what the Author says about it. It is also mentioned in this Book that it covers all Dreams, and no matter what your

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The Author states that the GOLDEN DREAM BOOK covers all the major systems of Lucky Numbers. It even goes as far as to determine the Winning Horse in each Race, according to the theory of dreams and its relationship to other forms of life. It consists of 157 pages full of Dreams, and all NUMBER combinations, as for Example: Trunk, 28-8-69 . . . 1st and 3rd Race. We assume no responsibility for claims made by the Author. If you are interested in Dreams and NUMBERS. Order this Book NOW.

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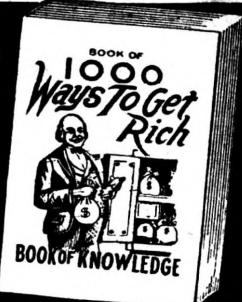
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WHAT MONTH DID YOU DROWN IN?

YOUR BIRTH MONTH
TELLS YOUR FUTURE



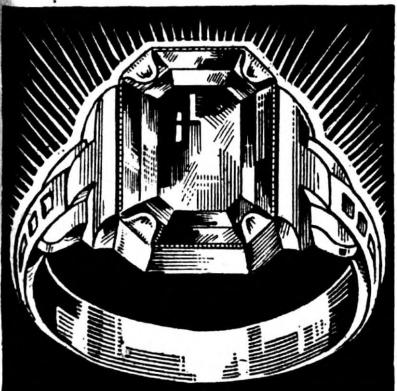
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The old tradition that has been handed down from one generation to the next regards certain precious Stones as representing the Birth Month and that the Birth Month Stones are said to possess certain qualities as LUCK BRINGERS to the person who wears them. Many people believe that the wearing of the Birth Month Stone on their finger will drive away Evil Influences and attract Happiness and Success. We, of course, make no claims to this effect, but sell only as Birth Stone Rings, set with a beautiful synthetic reproduction of the genuine stone. Be sure to send a piece of string showing finger size.

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- No. 46—June—Pearl

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BIG BARGAIN

Price Only.....

69c

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*Genuine
Sterling Silver*

Elegant looking MO-JO or Sheik's Head. Very Oriental looking. The Head is adorned with the CRESCENT, a symbol adopted by the Turks long ago as an Omen of Good. Your Friends should gasp with amazement when they see this Ring on your finger. This Ring is a Beauty. If you do not say it is worth every penny that you spent, return it, and we will give your money back. You have to see this Ring to appreciate it. Send piece of string for size.

Order by
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Price Only... **\$2.95**

HELP—PRAY FOR US RING

A very Popular Ring that has the words inscribed, "Our Lady of Perpetual Help—Pray for us." These words inscribed right on the ring and Our Lady with Child raised in the center. Many say this Ring has brought them LUCK and SUCCESS. We make no claims to this effect and sell only as a fine piece of jewelry. You should be very pleased. Send piece of string for finger size.



Order by
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Price Only... **69c**

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Popular, Fancy Engraved effect Step Design 7 sparkling fine cut White Simulated Diamond Brilliants. One set in center of silver finish mounting. Looks real expensive. You should be proud to wear it. Be sure to send piece of string showing finger size. Order yours Now.

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Price Only... **35c**

LADIES' FANCY DINNER RING

Beautiful open work design set with 3 large, Dazzling Simulated Diamonds. Band also beautifully designed—bright finish. Looks like a Ring that you see priced for BIG MONEY in stores. Once you have it on your finger you might never want to be without it. Order this ring NOW! Send piece of string showing finger size.



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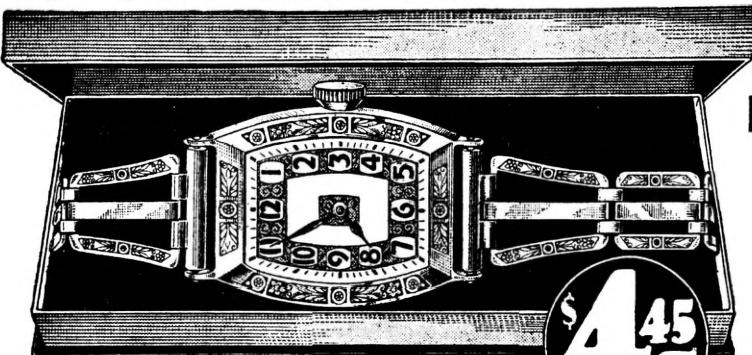
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AND
LADIES

Very
Latest
Styles



Fancy
Handsome

Link
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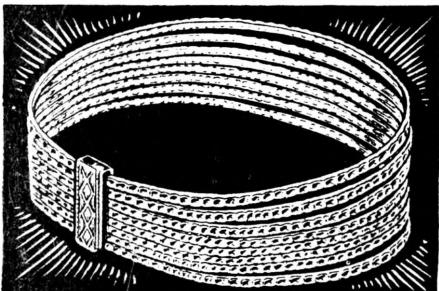
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A beautiful, smartly styled Wrist Watch. Highly polished richly designed case. Beautiful Silver Finish Dial. Very fine movement. Complete with handsome Link Bracelet. Stem wind and stem set most carefully adjusted and regulated. Watch Crystal Guaranteed not to break. Watch Guaranteed by manufacturer to keep good time or replaced or repaired without charge. Comes in a gorgeous Gift Box. Many folks will think you paid \$40.00 or \$50.00 for it but we offer at a Special Bargain Price.

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Just think 8 Strands in one—Eight beautiful finely engraved effect. Bright Polished Rolled Gold Finish Bracelets all linked together with a fancy Clasp. Glitters on the arm with Dazzling Brightness. Something NEW! High Class!

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FLASHING DIAMOND CUT CLUSTER EARRINGS

EARRINGS

Just look at the picture and see the Sparkling Beauty. Each beautiful Pendant set with Cluster of 6 Sparkling Fine Diamond Cut Gems with Rich Synthetic Ruby in center. Also synthetic Diamond near ear lobe. Bright Gold Finish setting. Very Rich Looking. For pierced ears. Beautifies the appearance. Order now!

No. J-187E

Price \$1.00
Only.



3 STONE Hotcha Girl Ring

3 extra large Flashy Brilliant White Simulated Diamond set in Tiffany Mounting. Just like the Rich Folks wear. Now you can have one at our very low price. Send piece of string for size.

Order by

No. J-188

Price Only...

\$1.00

Price Only... \$1.00

Gent's Flashy Ring

Men get this Rich looking Dazzler, beautifully designed heavy rich mounting, set with large Brilliant Fiery White simulated Diamond. Makes a Big Flash. Mail piece of string for size.

No. J-194

Price Only.

49c



This is your chance to get one of these Alleged Good Luck Cat Charms. Sparkling Brilliant Diamond Cut Gems set in Eyes and fitted with ring for fastening to ribbon or chain to wear around neck. Some people like to wear and believe this Alleged Lucky Cat will Bring Good Luck and Drive Away Bad Luck. However, we make no claims to this effect but give to you FREE. Read next column to find out how to get one without paying one single cent.

Alleged LUCKY CAT FREE!

READ EVERY WORD HOW TO GET IT FREE!

Just send names of three friends whom you think would like to get one of our Catalogs. Send full names and complete addresses with \$1.00 Order. We will send you the FREE GIFT and send catalogs to your friends. They will thank you and you will benefit by getting this Alleged Lucky Cat FREE. Do not send names of children.

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BLACK CAT CURIO and LODESTONE POWDERS



**\$2.00 VALUE
ALL FOR
\$1.00**

This Outfit consists of:

- 1 Magnetic Lodestone 50c
- 1 John the Conqueror Root 50c
- 1 Black Cat Curio Charm 25c
- 1 Lodestone Powder 25c
- 1 Van Van Brand Oil 50c

Total Value \$2.00
Order Now at Our Bargain Price

**No.
A-534 \$1.00
Only..**

It is well known that many people believe in LUCK. Some like to carry Lodestones and Roots around their person and believe in their efficacy as a Charm in Drawing Luck in Love, Money Matters, Jobs, Gambling Games of Chance. We have accumulated in this Outfit certain articles which have been believed in to be Lucky, but we make no claims that this is so. For people interested, we sell only as a Curio. This Special BLACK CAT Curio Outfit, is valued at \$2.00, if you bought each article separately, but if you order all at once, we will send you all for only \$1.00. Order yours NOW.

LUCKY CAT Brand PERFUME

Sweet
Lasting
Fra-
gments



This High-Grade LUCKY CAT Perfume is made from Concentrated high grade Oils and Essences. It is very Strong, and Concentrated—Much stronger than ordinary Perfume. Many Women believe in the use of certain perfumes to thrill the Man of their heart's desire and that the fragrant, sweet smell of certain Perfumes will hold their loved one in an enchanted spell. If this High-Grade LUCKY CAT Perfume should bring LUCK in Love, so much the better, but we make no claims to this effect and sell only as a very Concentrated, Strong, Delightfully Sweet, Lasting

Perfume, which gives a lasting, delightful fragrance to your Clothes and other Garments.

No. A-203D Price Only..... \$1.00

BLACK CAT RING

Beautiful
Ring



The Chinese believed Firmly that the CAT is insurance of GOOD LUCK to its owner. Cats were almost always collared and chained and kept in the house, for the Luck may go out with the Cat.—The Older the cat, the greater the LUCK it was believed. For Folks who are interested in wearing a symbol of the alleged LUCKY BLACK CAT, we have this Ring. However, we make no claims that it will bring LUCK. Send strip of paper for size.

No. J-132
Price Only. \$1.45

LUCKY CAT Brand SACHET POWDER

LUCKY CAT Brand SACHET POWDER has been named for the alleged LUCKY CAT referred to so often as a symbol of

GOOD LUCK. However, we make no claims that it will bring LUCK and sell only as a Highly Perfumed, Sweet-Smelling Sachet Powder. Some Folks use Sachet Powder when they wish to be attracted to the opposite sex, and gain favors. However, whatever you wish to use it for in your own business. The best directions we can give you in using Sachet Powder is to keep yourself sweet, is to pour a little in a bag and tie it around the neck, or place a little on body each morning.



Order by No. 204-B
Price Only..... \$1.00

BLACK CAT INCENSE BURNER

Burn your Incense in this BLACK CAT INCENSE BURNER. An old saying goes: "Them that ever mind the world to Win, Must have a BLACK CAT a Howling Dog, and a Crowing Hen." The Cat was revered as a sacred animal by the early Egyptians, for the Cat Headed God Bast was considered the Bringer of GOOD FORTUNE. Whether this INCENSE BURNER will bring you GOOD LUCK is a matter of opinion, but we make no claims to this effect.



No. A-242
Price Only. \$1.00

FREE OF EXTRA CHARGE
2 Boxes of Aunt Sally's Lucky Dream INCENSE POWDER with each Incense Burner.

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SALEP ROOT
Sometimes called
HAND-ROOT

LITTLE JOHN to CHEW

SOUTHERN
JOHN THE
CONQUEROR ROOT

\$1.00

**WILL BUY
ORDER NOW**

GENUINE
MAGNETIC
LODESTONE

BIG CURIO OUTFIT all for \$1.00

Many people like to carry Lodestones and Roots and believe in the superstition that such articles will drive away Old Man Trouble, will drive away the Devil, and draw Luck in Love and bring about Peace and Happiness. Conjure Doctors in the South have given people such so-called Curios as Roots and Lodestones to carry around and have said that this will do almost anything such as Driving away Enemies and have called these tricks in Out Hoo-Dooing a person that was Hoo-deed and bring about almost anything desired. We make no such claims to this effect for any of the articles described but we sell only as a Curio. This Outfit consists of One Little John to Chew ROOT, price 50c, One Salep ROOT sometimes called Hand

Root because of its resemblance to a Human Hand, price 50c, One Genuine Magnetic Lodestone, price 50c, One Southern John the Conqueror ROOT, price 50c. If these were bought separately we would have to sell for \$2.00 but you need only pay \$1.00 if you will order all at one time.

SEND NO MONEY—PAY ON DELIVERY. Send no money—just Order Curio Outfit No. A-535 and pay Postman \$1.00 plus few cents postage when he delivers your package. **HURRY** and send COUPON right away.

No. A-535—Price Only.....\$1.00



**LOOK AT ALL YOU GET \$1.00 bill
FOR ONLY A**

LOOK at the picture and see all you can get for only a \$1.00 Bill. Steel Dust, price 50c, Lodestone, price 50c, Alleged CHINESE Style Good Luck Ring (fits any finger), price 49c, Alleged "Never Go Broke" Curio Packet Piece, price 50c, Lucky MO JO Incense, price 50c. Total Value \$2.49. But our price is only \$1.00. Be sure to get this Outfit because it contains the "Never Go Broke" Curio. You can carry this in your pocket or put a string through it and wear around your neck. There is an inscription on this article saying "Keep me and Never Go Broke, I Bring Good Luck." We make no claims to this effect or that any of these articles are Lucky and sell only because they are interesting as Curios.

SEND NO MONEY to get all this \$2.49 Value for only \$1.00. Order Offer No. A-537. We'll send C.O.D. Pay Postman \$1.00 plus few cents postage when this Never Go Broke Curio and other articles arrive. All comes packed in Beautiful Box. Order yours now so that you will have this BIG BARGAIN real quick.

No. A-537—Price.....\$1.00



HOODOO Men and CONJURE Doctors have been in the practice of making Charms, HOO-DOO bags, etc., for the purpose of ATTRACTING Good Luck and driving away Evil influences. Almost anything that came to the imagination of the Conjure Man that may symbolize Peace, Happiness or Strife, were used in the fabrication of these Charms. We have prepared as a Curio a Red Flannel, alleged HOO-DOO BAG containing Five Finger Grass, Lodestone, Myrrh, John the Conqueror Root, and in addition we give you at no extra charge, Aunt Sally's Policy Player's Dream Book, Aunt Sally's Incense and the Rabbit's Foot. We make no claims that these articles are Lucky or that they will drive away Evil but sell only as a Curio. Neither are we responsible for claims made by author of Aunt Sally's Dream Book. The Total Value of these goods were purchased separately would be \$1.49, you can get All for Only \$1.49. Send no money. Mail your Order, pay Postman \$1.49 plus a few cents postage.

No. A-533—Price.....\$1.49



**GET ALL THIS
\$5.00
VALUE
FOR \$2.00
ONLY
HURRY!**

BIG BARGAIN Now is your chance to get one Lucky HIT Dream Book, regular price \$1.00, one Lucky Number Policy Player's Dream Book, regular price \$1.00, one 6th and 7th Book of Moses, regular price \$1.00, one MD-JO BRAND LODESTONE, regular price 50c, one High John the Conqueror Root, regular price 50c, one Crystal Ball, regular price \$1.00. We hope you will have great joy and amusement reading these Dream Books and possessing these interesting Curios. We assume no Responsibility for claims made by authors of these books and we make no claims that any of these articles will bring Luck. The regular price of this Outfit is \$5.00. With this COUPON, however, you can get this complete Big Dream Book Outfit for only \$2.00. Take advantage of this generous offer, it may not last long. **ORDER NOW** and save \$3.00. Hurry! Do it now before you forget. **Send No Money.** We'll send C.O.D. Just pay postman \$2.00 plus few cents postage when he delivers your package.

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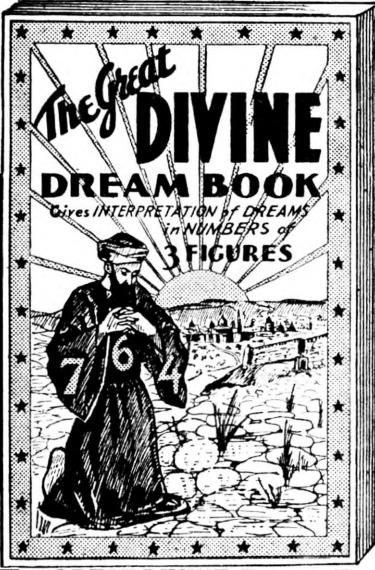
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the GREAT PROF. Black Herman's Book and learn about his SECRETS. Claimed to be the Greatest Magician the Race has ever produced. PRESENT He is said to be able to reveal the PAST, and FUTURE. He claims in the Book to give LUCK for LOVE, HEALTH, BUSINESS and POLICY. What a Book! Contains mysterious TRICKS and SECRETS. Prof. Herman tells your supposed Lucky Stones, supposed Lucky Numbers, Marriage Forecasts, etc. Do you want to know about Dreams and Numbers? Read what Black Herman tells you in his Book. However, we assume no responsibility for claims made by the Author. Black Herman says "Why Grope in Darkness? Who knows but that the Knowledge of one page may change Failure to SUCCESS." Price listed \$6.00. Reduced to only \$1.00. Order Yours Now!



Black
Herman's
Dream
Book



The GREAT DIVINE Dream Book
NUMBERS—DREAMS—FORTUNES—All given in this Book. The Book describes an unusual Special System to figure out Numbers which the author claims was in favor thousands of years ago. We, of course, assume no responsibility as to its accuracy. He calls it Astro-Numerology and describes it as a way to determine your Vital Number or your so-called Luck Number.

No. B-657
Price Only **\$1.00**



5 IN 1 DREAM BOOK

By Mme. Vangine Hamdda

Gives interpretations of all Dreams and Numbers of 3 Figures. Do you believe in Dreams? If you do then get this Book and learn what Mme. Vangine Hamdda tells you about them. The Author gives you (along with the alleged Horoscope) 3 Numbers after each and every day of the year. For example: If you were born between March 21st and April 20th your alleged Lucky Number is supposed to be 127. We assume no responsibility for claims made by the Author, but if you are interested in this subject of Dreams and Numbers it would be a fine Book for you to Order.

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Price Only \$1.00

Aunt Dinah's POLICY PLAYERS Guide

To LUCKY Dreams and LUCKY Numbers

This is really Five Books for the price of one. Tells about the Human Body; Gives interpretation of Dreams; Gives answers to important questions; Tells about the significance of "Moles"; Tells about Charms and gives Dreams together with alleged Lucky Numbers. We assume no responsibility for claims made by the Author, but believe you will be very pleased with this Book. Rush your Order Today!

Order by No. B-658
Price Only **50c**

King Tut Policy Player Dream Book

The Author claims, that the writings came from the Tomb of KING TUT. Contains a list of Ladies' or Gentlemen's names with their alleged Lucky Numbers; List of Animals and their alleged Lucky Numbers; Mystery Clock for finding alleged Lucky Numbers; 250 interpretations of New Dreams and Numbers. We assume no responsibility for claims made by the Author. Order Yours NOW.

Order by No. B-659
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The Magical Science of

BLACK ARTS



This book deals with Occult Sciences — Demonology — Spirit Rappings — Witchcraft — Sorcery — Spirit Mirrors — Mesmerism — How to Charm Those You Meet and Love — How to Magnetize — Witchcraft and Black Arts. We assume no responsibility for the author's claims but simply give his version. Everything explained in clear language. Very interesting reading.

Order by No. B-615
Price Only

50c

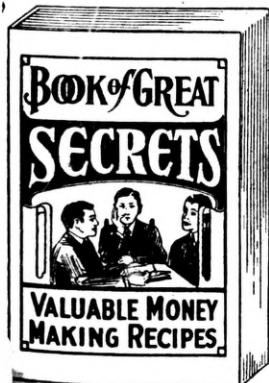
BLACK CAT CURIO and LODESTONE



The fame of the Black Cat as a Luck Bringer has spread to all parts of the world. The belief in the said Luck Bringing Influence has been known since long before the days of King Solomon in Ancient Egypt. Some people believe that this Curio together with a Lodestone in a Red Flannel Bag brings untold Luck in Money and Love and Uncrosses the Jinx. We make no claims to this effect and sell only as a Curio Combination. We hope that you will be pleased with possessing this Black Cat Curio Outfit.

No. A-525
Price Only \$1.00

Book of Great SECRETS Or One Thousand Ways of Getting RICH



To people who work hard for Money and do not get much we have a few plain words to say. Everybody wants to make Money quick. We believe great fortunes have been made from some of the recipes g'en in this book. Contents: Drugists' Department — Manufacturers' Department — Hunters' and Trappers' Guide, Artificial Gold, Parlor Magic, Farmers Department and dozens of valuable recipes for Household and Everyday requirements.

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Gypsy Madge's Fortune Teller

DREAM BOOK



This is supposed to be the celebrated work said to have been written by the famous Queen of Gypsies, Old Egyptian Madge. Consists of a great Combination Table for playing Horses, Saddles, and Gigs. When to play Gigs, etc. Tells how to tell fortunes by Cards and Dice, and many other things of deep interest. We assume no responsibility for the author's claims but simply give his version. Be sure to order this Book. Send Stamps, Cash or Money Order.

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National Policy PLAYERS GUIDE

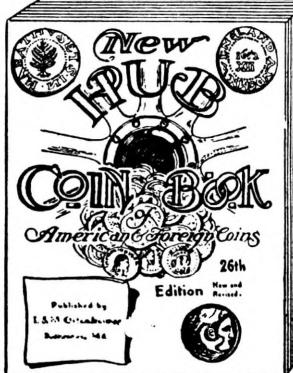


Contents and complete list of Dreams with alleged Lucky Numbers, including Birth Dates and their alleged significance. Unlucky days, Rules for learning Saddles, Gigs, and Horses, and amount it is said they will bring. Also contains Ladies' and Gentlemen's Names and Numbers. We assume no responsibility for any claims or errors made by the author but simply give his version. Order your book now and read all about Numbers and Dreams. Something you might like to know.

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New Hub COIN BOOK



You may have a fortune and not know it. Some have collected as high as \$400.00 for a 50c piece or \$200.00 for an Old Copper Cent. Did you know that a certain U. S. Silver Dollar has a catalog value of \$750.00? If you accidentally got a piece of money like this you might never know its value. Learn about Old Coin values in this Book.

You may have Old Money that has great value. Find out for yourself by ordering this book today.

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CHICAGO, ILL., U.S.A.**

SEALS - - - SEALS



**REPRODUCED ON
GENUINE VIRGIN
PARCHMENT**
In Blood Red Ink

The most important SEALS and their Significance as given in the 6th and 7th Books of Moses, are listed below:

THE SPECIAL SEAL OF TREASURE
Fig. 2—It is said in the Book that this Seal is used for finding Buried Treasures.

THE HIGHEST SEAL OF GOOD FORTUNE
Fig. 3—It is said to bring a person who carries it great Fortune and Blessing.

THE SEAL OF LOVE

Fig. 4—The book states that one who carries this Seal will be much beloved and Defeat his Enemies.

THE SEAL OF LONG LIFE
Fig. 5—The book states that to carry this Seal on the Body will save a person from Misery and give the greatest Fortune and Long Life.

THE SEAL OF POWER
Fig. 6—This Seal, according to the book, should be used for Good Health.

THE SEAL OF DREAMS AND VISIONS
Fig. 7—The book states that to wear this Seal in Bed will help one learn what he desires to know through Dreams and Visions.

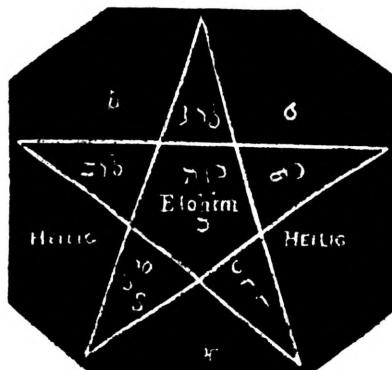
THE SEAL OF TREASURE
Fig. 8—The book states that this Seal will reveal the precious contents of a mine.

SEAL OF SAFETY AND RELIEF
Fig. 10—The book states that to carry this Seal will relieve the wearer from all necessity and want.

SEAL OF GREAT FORTUNE
Fig. 12—It is said in the book that this Seal brings Great Fortune by Water and its Spirits will supply the Treasures of the Deep.

SEAL TO ALL TREASURES
Fig. 13—This Seal, the book states, will give the Treasures of the Earth.

**As Contained in
The 6th and 7th
BOOKS of MOSES**



**THOUSANDS
CARRY
SEALS
FOR
LUCK**

SEAL OF GOOD LUCK, PLAY and GAMES
Fig. 14—The book calls it the Spirits of the 5th Table of Saturn and that these Spirits will serve to bring GOOD LUCK in PLAY.

THE SEAL OF ASSISTANCE
Fig. 15—The book states that it assists in overcoming Lawsuits and the Spirits are all times ready to give assistance.

SEAL OF GOOD FORTUNE IN CASE OF QUARRELS

Fig. 16—The book calls it the Seal of Mars and states it may help you.

SEAL OF HONOR AND WEALTH
Fig. 17—This Seal is called the SPIRIT of the SUN. The book states that these Spirits help obtain places of Honor and Wealth.

THE SEAL OF WEALTH
Fig. 19—The book states that it gives Wealth.

SEAL OF LUCK
Fig. 20—The book states that this Seal gives LUCK and FORTUNE.

THE SEAL OF THE SPIRITS
Fig. 21—The book states that this Seal will compel Spirits to appear immediately and to serve in all things.

SEAL OF GENERAL CITATION
Fig. 22—The book states a Magical Operation is made within this Circle—Oriens, Occidena.

THE SEAL OF SHEMHAMFORAS
Fig. 30—The book states that this Seal brings to light the Treasures of the Earth if buried

We have given above statements that the Author has translated from the old German writings of the 6th and 7th Books of Moses with no representations that these statements are true or accurate and sell only as beautiful reproductions of these SEALS on GENUINE REPRODUCED VIRGIN PARCHMENT

Order by Name of Seal Given Above

PRICE EACH 50c 3 SEALS \$1.00 6 SEALS \$2.00 ENTIRE SET OF 19 SEALS FOR \$6.95

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CHICAGO, ILL., U.S.A.**

WHAT MONTH WERE YOU BORN IN?

WEAR THIS ZODIAC RING for Your BIRTH DATE



EACH \$1.00

EACH \$1.00

It is a well known fact that Ancient Astrologers believed that every person's Birth Date was associated with the Sign of the Zodiac. You were born on a certain Date Astrologers have said that your Future Life is influenced according to the positions of the Planets and Stars at the time You Were Born. The Author of a Book mentions that the Influence of Human Fortunes ascribed by Astrologers to the Heavenly Bodies is conceived to be strengthened by wearing the Gem appropriate to certain Planets or Signs. The wearing of the appropriate Zodiac Gem was always believed to strengthen the influence of the Zodiac Sign upon those born under it. It is told by old Astrologers that every house or Sign of the Zodiac had certain Fortunate Stones or Gems, and when these were worn for the correct Sign it would bring about many good influences, such as GOOD LUCK, Constancy in Love, PROTECTION from Harm etc. Astrologers have given each Sign of the Zodiac a name, which is typical of those born under its so called influence of the Zodiac Sign.

GET READING WITH RING

Order this Beautiful Zodiac Ring for the Sign of your Birth Month and get FREE of extra cost a Zodiacal Reading. Be sure to order your Zodiac Ring TODAY. Send piece of string for finger size. GIVE BIRTHDATE.

Order by No. J-719
Price Only.....\$1.00

A Book on Talismans tells us that the Ancients had great Faith in Zodiacal Rings. These rings were engraved with the Symbols of the 12 Signs of the Zodiac. Although it might be believed by some that the wearing of the Zodiac Ring might help the Stars or Planets influence their future life, or that the wearing of the Zodiac Ring might be of Great Benefit to them, we make no claims like this or that it has any supernatural or extraordinary power and sell only as a very Beautiful Ring. Order your Zodiac Ring NOW for the Zodiacal Sign under which you were born. These Zodiac Rings are Truly Beautiful. Each one consisting of a simulated Birthstone with Beautiful, Raised, Embellished figures of the Sign of the Zodiac. You must pick out the Ring for the time you were born.

NOTE: Get two of your friends and sell only as a very Beautiful Ring. Order your Zodiac Ring, and you get Three for \$2.00.

ALLEGED LUCKY LADY RING



IT'S A BEAUTY

Almost everyone has heard the expression that when a Lady Bug gets on you, it means GOOD LUCK to you. Well, now you don't have to wait until a Lady Bug comes around, because you can wear this Ring, which the Manufacturer has called the LUCKY LADY Ring. Whether it will bring you GOOD LUCK or not, we do not claim, but we sell as a very Elegant Ring, Embellished with the words "LUCKY LADY." Send piece of string for size.

Order by No. J-720
Price Only.....50c



WE CALL THIS JOHN THE CONQUEROR RING

ORDER YOUR RING TODAY

Do you know that in Ancient times many people craved the wearing of a Ring with a Man in Armor on it. Such a Ring was supposed to PROTECT both the Wearer, and the place, where the Ring might be, from EVIL. Curious Amulet Rings of a similar type to this have been sold in the past, and are worn at the present by many people in different Countries as GOOD LUCK Symbols. We, of course, make no claims that this Ring will PROTECT from EVIL, or bring GOOD LUCK, and sell only as a Beautiful Curio Ring. Because the Design looks so Strong and Powerful we have named this Ring the JOHN THE CONQUEROR Ring. ORDER NOW! Send piece of String for size.

Order by No. J-723
Price Only.....\$1.00



GO-BORING The GREAT BEAUTIFUL JEWELRY

Here's an Elegant looking GO-BOR or Sheik's Head Ring. Very Oriental looking. FINE STERLING SILVER MOUNTING. This Ring is really and truly something different from anything you've ever seen. Your Friends should gasp with Amazement when they see this Ring on your Finger. It is truly a Beauty. If you do not say it is worth every penny that you spent, return it, and we'll give you your money back. You have to see this Ring to appreciate it. Order now and ATTRACT ATTENTION everywhere you go. Send piece of string for finger size.

No. J-722
Price Only.....\$3.00



ARTIST'S CONCEPTION OF LUCK IN LOVE

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Special LODESTONE BIG OUTFIT

MO-JO

BRAND



We Will
Send C.O.D.
Just Pay
Postman
when he
delivers.

AFRICAN TIGER EYE

Some Folks like to carry Odd-shaped, peculiar looking, supposedly rare stones around with them as a sort of Amulet, Charm, or Mascot, for the purpose of warding off EVIL, and Attracting GOOD LUCK in various undertakings, such as Money, Love, Winning Numbers, Games of Chance, and almost anything else desired. This AFRICAN TIGER EYE has been a popular seller. We make no claims that it will drive away EVIL, or produce LUCK. Sold only as a Curio.

Order by No. A-250 50c
Price Only

50c

Price Only

WHITE LODESTONE

A LODESTONE has been held in High Regard by the Ancient Romans, Chinese, Mohammedans, and other people, as a Powerful Amulet and GOOD LUCK Charm; probably because the Magnetic Influence of this Stone was supposed to ATTRACT Power, Favours, and Gifts. It is said that the Ancient Romans believed that Lodestone kept Husband and Wife faithful, and made their Love secure. We make no claims to this effect, or that the LODESTONE is LUCKY. We have taken the Genuine Lodestone, specially prepared it, and called it WHITE LODESTONE. Two pieces of Specially Prepared WHITE LODESTONE for \$1.00.

No. A-208B
Price Only

\$1.00

Price Only

\$1.00

MOON STONE

The author of one book states that the MOON STONE is believed to bring GOOD FORTUNE, and is regarded as a sacred stone in India, and that as a Gift for Lovers, the MOON STONE is believed to arouse the tender passion and to give Lovers the Power to read in the future the Fortune, Good or Ill, that is in store for them. To gain this knowledge, however, the stone must be placed in the mouth, while the moon is full. We make no claims to this effect and sell only as a Curio.

Order by No. A-252 50c
Price Only

50c

Price Only

50c

Price Only

**\$2.50 VALUE
for ONLY \$1.00**

Here is your Chance to get all these Lodestone, African Tiger Eye, Moonstones, packed in Mo-Jo Brand Chamois Skin Bag, together with alleged Good Luck Ring. We make no claims that these articles are LUCKY and sell only as a Curio. Regular Price if purchased separately would be \$2.50. The price for all only \$1.00.

No. A-514
All for Only

\$1

LODESTONE IN BOTTLE

LUCKY MO-JO Brand LODESTONE PERFUME

HER SWEET
PERFUME
ATTRACTS HIM
GENUINE
MAGNETIC
LODESTONE
IN BOTTLE

Certain self made HOO-DOO DOCTORS recommended the LODESTONE to CONJURE up LUCK, WINNINGS, MONEY, LOVE, and almost anything that was desired by the one who wanted this LODESTONE. We make no claim that the LODESTONE will do this, or bring LUCK. However, for those who wish it as a Curio, we have placed a GENUINE, MAGNETIC LODESTONE in a Bottle of this Perfume, which we have given the name of LODESTONE PERFUME because of the LODESTONE in bottle.

No. A-203B

\$1.00

Outfit Contains:

1 High John the Conqueror Root	...\$0.50
2 Extra Quality, Genuine Magnetic Lodestones	..\$1.00
1 Package Devil's Shoe String50
1 Southern John the Conqueror Root50
1 Package Snake Root50
1 Rabbit's Foot, Mounted	.50
1 Lucky Mo-Jo Incense50
1 Lucky Number Dream Book	..1.00
Total Value \$5.00	
EXTRA Red Flannel Bag	
ALL FOR	
\$2.98	

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.

Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.

ALLEGED ROOT DOCTORS' HAND CURIO WITH WITCHES DREAM BOOK and Alleged GOOD LUCK RING



A HAND made by an old-time Conjure Man consisted of the following: One piece of Samson Snake Root and a piece of "Devil's Shoe String." This was first wrapped in a piece of Black Cloth folded always toward the maker sewed with White Thread and then incased in a Red Flannel Bag. The Conjure man said that the whole should be thoroughly wet with Whiskey or Camphor at regular intervals and should always be carried with you. It was stated that such a Bag brings things to you and the twine-like roots of "Devil's Shoe Strings" ties them close and the folding of the cover towards you insures you GOOD LUCK in Gambling. We make no such claims for these goods or that they have any supernatural or extraordinary Power and sell only as Curios. This Outfit of Curios consists of One Samson Snake Root, One "Devil's Shoe String," One Magnetic Lodestone, One Alleged GOOD LUCK Ring, One Witches Dream Book, One piece of Yellow Brimstone and One Red Flannel Bag. We assume no responsibility for claims made by the author of this Book. The Total Value of these Curios bought separately from us would amount to \$3.75 but if you order this COMPLETE OUTFIT Now, the price for all is Only \$1.00.

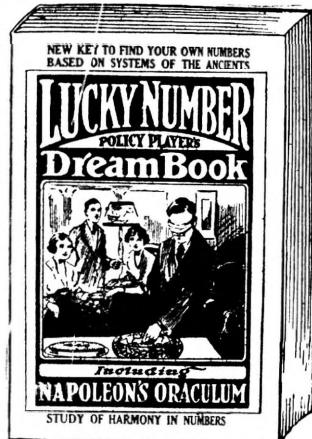
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Price Only

\$1.00



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LUCKY NUMBER DREAM BOOK

In this book you will find the Author's interpretation of DREAMS and NUMBERS to which they apply. Some of the contents are:-Dr. Jans and NUMBERS; Good Combinations to Play; Table for Finding NUMBERS; Ladies' List of NUMBERS; Gent's List of NUMBERS; The Book also gives the author's explanation of the Dream. Many people would not think of being without one of these DREAM BOOKS. We assume no responsibility for claims or statements made by the author but only give his version. We hope you will get great amusement and pleasure from this fine Book.

No. B-612

Price Only

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HERE IS ALL YOU GET FOR ONLY \$2.98

I Lover's Secrets Book (Read about Love)	50c
I Book of Love Letters	30c
I Alleged Good Luck Perfume (Sweet Fragrance)	50c
I Alleged Good Luck Sachet Powders (Smell Sweet)	50c
I High John the Conqueror Root (Packed in Box)	50c
I Genuine Magnetic Lodestone (The real thing)	50c
I Pair Cleopatra Earrings (Real Flashy)	59c
I Dazzling Cluster Ring (Send strip of Paper for Size)	59c
I Perfumed Necklaces (You'll Like It)	\$1.00

TOTAL VALUE \$4.98

Order Now to get this \$4.98 BIG LOVE-MAKING BOOK OUTFIT. If you wish you do not need to send money. Just order this outfit C.O.D. and Pay Postman \$2.98 plus a few cents postage when he delivers package.

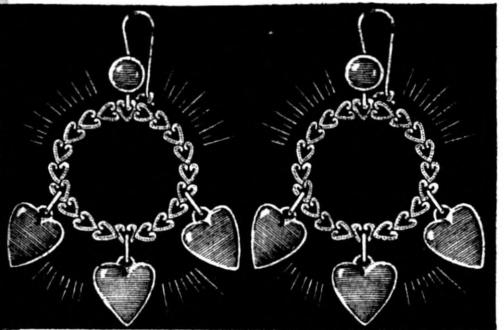
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Price for all this

**\$4.98 VALUE
WE GIVE
ALL THIS
FOR ONLY
\$2.98**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.

3 Dancing HEARTS Earrings



For Real High Society Class, these Stunning Earrings have everything you want. Very rich looking. Heavy Bright GOLD Looking Finish HOOPS, fancy engraved effect Heart-shaped links from which dangle 3 Heart-shaped pendants. They look very expensive and so pretty hanging from your ears, they attract admiring glances everywhere you go. Be sure to write for a pair NOW!

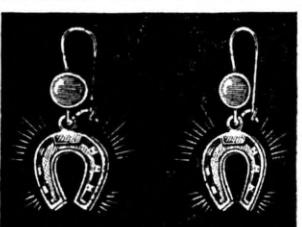
Order by No. J-255E
Price Only 50c

TRUE HEART EARRINGS



Swell enough for a Queen—these Heavy Gold looking Finish TRUE HEART Earrings are supremely elegant. The fancy design surrounding the inside HEART of each earring looks very Rich. A gift every Mother, Wife, Sweetheart or Sister should cherish forever and proudly wear as a token of TRUE LOVE. Send for yours Now!

No. J-230E
Price Only
\$1.00

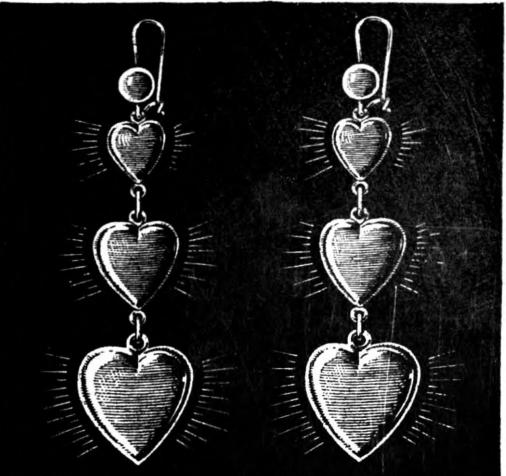


Alleged LUCKY Horseshoe Earrings

Bright Gold color Earrings. For Pierced Ears. The HORSESHOE is an age old symbol of GOOD LUCK, and has been used by People of all Nations to ATTRACT Good Fortune and Success. We, of course, make no claims to this effect for the Horseshoe on these Earrings, but offer as an Attractive Jewelry Curio. GUARANTEED not to Tarnish. These Horseshoe Earrings should look real cute and pretty dangling from your ears. ATTRACT attention wearing them. Order a Pair Today.

No. J-222E
Price Only.... 69c

6 HEARTS of LOVE Earrings



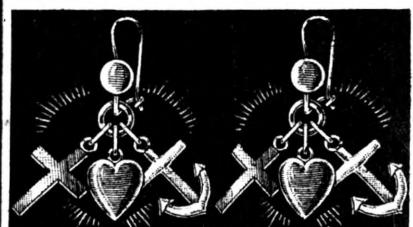
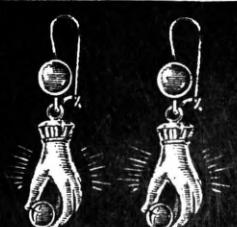
These Heavy Bright Gold looking finish Sweet-heart Earrings are very popular. Sometimes called "LOVER'S DELIGHT." Consists of three fancy HEART pendants linked together. Real long and snappy looking. Very smart. They should attract admiring looks when hanging from the ear. Rush your order for a pair Today!

Order by No. J-256E
Price Only \$1.25

Alleged LUCKY HAND EARRINGS

The HAND has been used as a Talisman against the EVIL EYE, and as a sacred symbol representing Generosity and Power. Because of this we have named these Earrings the Alleged LUCKY HAND Earrings, but we make no claims that they will bring LUCK, and sell only as a very Novel pair of Earrings. Guaranteed Rolled of Gold Plate. Looks real Bright and Attractive. For Pierced Ear. Order a Pair Today.

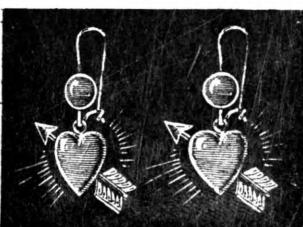
No. J-221E
Price Only 98c



FAITH, HOPE & CHARITY Earrings

Just think. The 3 Symbols of Faith, Hope and Charity all linked together hanging from your ears. 1.—The Cross—sign of Faith; 2.—The Heart—sign of Hope; 3.—The Anchor—sign of Charity. High Quality. Gold color metal. 1/20-12K Ear Wires. For Pierced Ears. Will not tarnish. Order a Pair of these Beautiful Earrings for yourself Today.

No. J-229E
Price Only..... 75c



Steal Your HEART AWAY Earrings

Girls—Get yourself an exciting pair of these "Steal Your Heart" Earrings. Their Heavy Bright Gold looking Finish HEART pierced by CUPID'S ARROW add a CHARM to your looks. If you want to attract the attention of desirable boy-friends and arouse their interest, order a pair of these Lovely Earrings at once.

No. J-231E
Price Only 75c

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**EARRINGS
HELP
GIRLS
and
WOMEN
LOOK
PRETTY**
*Order yours
today.*



Lucky Brown Hoop Earrings
Guaranteed Rolled Gold Plate Hoop Earrings. Should wear for years and years. Extra good Quality. For Pierced Ears. Surprise your Sweetheart, Husband, and Friends—Order a pair of Lucky Brown Hoop Earrings NOW.
No. J-271E—Bargain Price.....\$1.00



Pretty Lady Hoop Earrings
Rich, Bright, Gold finish Hoop Earrings. Same size as picture. For Pierced Ears. Every woman and girl wants to look pretty. Order a pair—you should love them.
No. J-272E—Bargain Price...Only, 50c



Big Bargain Hoop Earrings
Just Think! Beautiful rolled Gold Plate Hoop Earrings, for only 35c a pair. Same size as picture. For Pierced Ears. Hurry! Hurry! Get a pair while they last. Rush your Order Today.
No. J-273E—Bargain Price.....35c

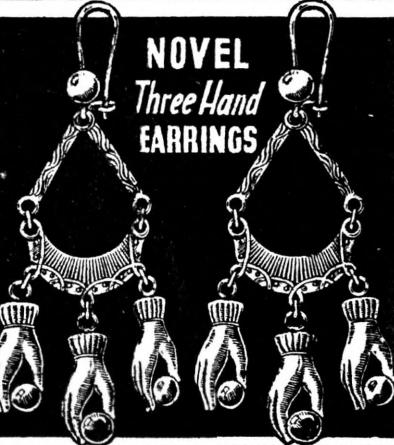
LATEST STYLE EARRINGS

ORDER THE PAIR YOU LIKE THE BEST

LOOK! 3 Big alleged Helping Hand Pendants on each Earring. A certain hand with Thumb was regarded amongst the Moslems as a Powerful Charm and Sacred Symbol, representing Generosity, Hospitality, Power, and Divine Providence. Some say it is LUCKY to wear a HAND, but we make no claims to this effect and sell only as a Beautiful Earring. Extra Long. Wear these Flashy Big alleged 3 Helping Hand Earrings. Attract attention as they dangle from your ears. Don't wait. Be first to wear these. Order yours Now.

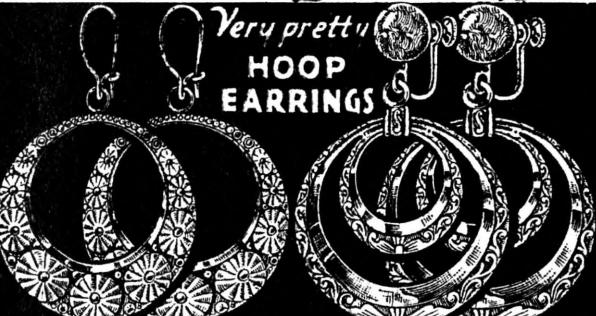
No. J-274E
Price.....\$1.50

NOVEL Three Hand EARRINGS



Very pretty

HOOP EARRINGS



Fancy Girl Hoop Earrings
Bright Gold Finish. Richly engraved Rose pattern. Even prettier than the picture. For Pierced Ears. Order a pair.
No. J-275E—Price.....35c

"Hold Your Man" Hoop Earrings

"Out of this World" in Beauty. Richly engraved Double Hoops. For Pierced or Unpierced Ears.
No. J-276E—Price.....35c

New

SPARKLING STYLISH



"Follow Me Boy" Earrings
Eight Sparkling, imitation Diamonds set in each pendant with Ruby colored stone in center. For Pierced Ears.
No. J-277E—Bargain Price 50c

Dixie Queen Hoop Earrings
Hi-Class, 2 in 1 Hoop Earrings. Richly engraved. Sparkling, simulated Ruby set in center. For Pierced Ears.
No. J-278E—Price.....35c



"LOVE ME" EARRINGS

Bright, Gold Finish. Sparkling. Imitation Diamond in Heart shaped pendants for Pierced Ears. Hearts are a symbol of Love.
No. J-279E
Price....35c

BABY DARLING HOOP EARRINGS

For Young Girls and Babies. Bright Gold Finish. Rolled Gold Plate Wires. For Pierced Ears. Guaranteed to wear for years.
No. J-280E
Price....25c

BABY DARLING Earrings



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ORDERS TO KING NOVELTY CO.**

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Sweet Perfume Helps WIN IN LOVE!

The Ancients used Perfume to Attract the opposite sex. Cleopatra, the World's Greatest Vampire, never went out on a conquest without anointing herself with Perfume. Wear Perfume that Lures—that stirs the senses—that Thrills—that Awakens Love. Use Perfume and your heart should beat faster with Joy as you find Folks Admiring how Sweet you smell. Your Friends then may envy your strange, new Power.

\$1.00

OIL OF LOVE Perfume
Help yourself to Win the Admiration and Attention of the one you Love. Thrill folks with this Irresistible, Alluring scent that clings. Fascinate your Loved One. Excite his Senses, Win his Affections. We make no claims that it will induce Love, but sell only as a High-Grade, Very Strong and Sweet Perfume Oil. One drop lasts for hours.
No. V-269—Price Only.....\$1.00

FOLLOW ME BOY Perfume—Do you want the boy Friends to follow you? If you do, then Sweet Perfume is a Help. Get yourself a bottle of "FOLLOW ME BOY" Perfume. The Odor is very Thrilling, Sweet, and Lasting. Men go for Sweet Smelling Women and Girls. Just put a few drops on your Handkerchief, Hair, and behind ears. Eat. Let the entrancing odor of "FOLLOW ME BOY" Perfume surround you.
No. V-248—One-Half Ounce.....25¢

Full ONE OZ
\$1.00

THRILL ME AGAIN Perfume
FAMOUS PRODUCTS CO., CHICAGO, ILL., U.S.A.
When your Sweetie takes you in his arms he may feel like never wanting to let you go. An Irresistible, Exciting, Floral fragrance. Use on Lips, Behind Ears, on Hair and Clothes. Help yourself to Thrills with "THRILL ME AGAIN" Perfume. 1 OZ. Bottle
No. V-260.....\$1.00

35¢

SPANISH LOVE Perfume

SPANISH LOVE Perfume—Folks tell us that Spanish Love is Hot Love, that burns with passion and excitement. Spanish Love Perfume was created to help inspire Romance, Love, Adoration, and Affection. A very Oriental type, Mystic, Alluring Odor. Popular with Men and Women. Surround yourself with SPANISH LOVE exciting odor, and let its enticing fragrance help you Win Love and Romance. Bargain Price for one-half ounce of Fine Perfume.
No. V-227.....35¢

35¢

LUCKY LULU FROZEN Perfume—It's NEW! Extra Strong; lasting. Strong odor: Good Luck, Jockey Club, Oriental Gardens.
No. V-228
Price 35¢

25¢

HIGH LIFE Perfume—Hi-Class, Big Time Perfume. Exquisite French type Odor. Just like the classic society Folks wear. Use HIGH LIFE Perfume, when you step out. Folks should wonder where you got such Sweet, Lasting Perfume. Treat yourself to Something Fine. You should Love it and Be Loved when you use it.
V-231—1/2 oz. \$1.50
V-232—1 oz... \$2.75

50¢

LOVIN' MAMA Perfume
DR. J. P. LOVING CO., CHICAGO, ILL.
Do you crave Love and Good Times? Men go for Sweet smelling Women. It is easy to surround yourself with a Lovely, Soothing, Lingering Odor that should make the Men Folks long to be near you. Put a few drops of LOVIN' MAMA Perfume on your Handkerchief, Lips, Behind Ears, Under Arms, and on Clothes before going out. Let this Lovely, odor surround you. Help yourself in Love by Smelling Sweet.
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25¢

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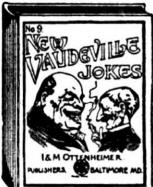
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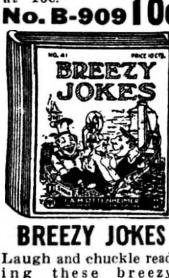


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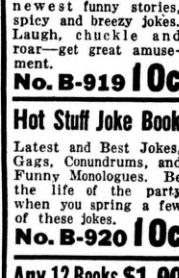
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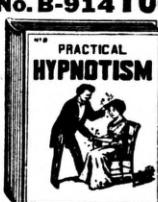
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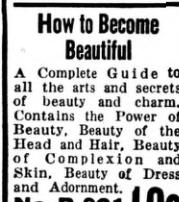
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FOR MEN
AND WOMEN



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AT THAT
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Only

\$1.00

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Help your Skin to New Beauty. Madam Jones Bleech Ointment works almost like Magic to Brighten Dark, Muddy, Freckled Skin into Light, Soft, Clear Beauty. Many Men just love to see a woman with Beautiful Clear Light Skin. Why not help yourself to New Happiness with a Pretty Looking Complexion? Apply Madam Jones' Bleech Cream to your skin for a few nights and watch for results. Guaranteed to satisfy in 7 days or Money back. You cannot lose! Special inducement to each customer who orders now. One bar of Madam Jones' White Wonder Beauty Soap given to you without extra charge. Mail your order NOW and get Extra Soap with Madam Jones' Bleech Ointment.

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Hair Dressing at home now made easy. Start now to use the Madam Jones Modern Way of Combing your Hair straight in place. Save on Beauty Parlor bills. Use Madam Jones' Hair Straightening Comb with Madam Jones' Hair Glory. Madam Jones' complete instructions given FREE.

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TOTAL VALUE \$2.00

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DON'T PASS UP THIS BARGAIN

6 CURIOS for \$1.00

HERE'S WHAT YOU GET!

This outfit consists of 1 Genuine Magnetic LODESTONE, 1 HIGH JOHN THE CONQUEROR ROOT, 1 LUCKY MO-JO COIN and POCKET PIECE, 1 Genuine Alleged 4 LEAF CLOVER, 1 Alleged GOOD LUCK SYMBOL RING, 1 BLACK CAT Brand BLACK CANDLE. Most of our customers know that the JOHN THE CONQUEROR ROOT and LODESTONE have been used for LUCK purposes. The Genuine 4 LEAF CLOVER that you get with this outfit has always been well known as a GOOD LUCK Piece. The LUCKY MO-JO Coin has on it, 22 alleged Lucky Symbols. We make no claims that this outfit will Bring Luck but sell only as Curios, that you might like. If you bought separately, we would charge you \$2.35 but you can get All for only \$1.00. Order Now.

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All for Only \$1.00**

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DEAR CUSTOMER:—You might be interested in knowing this about the LODESTONE. The facts of history are that the Romans believed that the LODESTONE kept husband and wife faithful and their Love Secure. The LODESTONE has been regarded for ages as having POWER to BRING LUCK and has been carried as Talismans and Charms, both to ATTRACT LUCK and Drive Away Evil. We do not sell the LODESTONE for this purpose as we make no claims that it is valuable as a Luck Piece. You can now buy it as

LODESTONE in VAN VAN Brand OIL. A Genuine piece of LODESTONE comes in every bottle of our VAN VAN Brand OIL. This sweet Perfumed Oil should Help any girl smell Sweeter and More Attractive to Her lover. We make no claims that it DRAWS LOVE but if you wish a bottle of LODESTONE in VAN VAN Brand OIL, just send your order in Today. You get a Genuine Magnetic LODESTONE in every bottle of VAN VAN Brand OIL and also get an EXTRA PIECE of LODESTONE FREE of extra cost.

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**PRICE ONLY \$1.00
3 FOR \$2.00**

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PIECE TO CARRY
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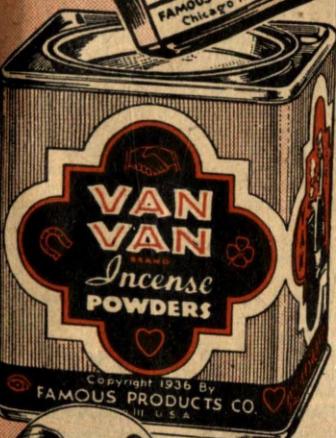
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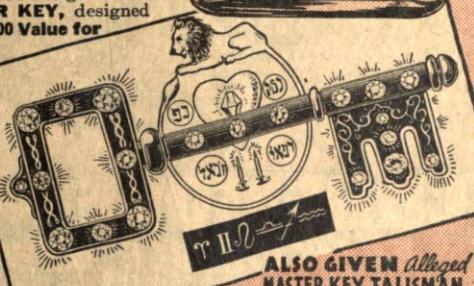
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A-511

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BUY LODESTONE PERFUME AND HIGH JOHN the CONQUEROR PERFUME BOTH for \$2.00



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INCENSE**



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BARGAIN**

Get a bottle of High John The Conqueror Perfume with root in Bottle, and one bottle Lucky Mo-Jo Lodestone Perfume with Lodestone in bottle. Regular price \$1.00 each. Both for \$2.00. Buy both and get a box of genuine Lucky Mo-Jo Incense Free of extra charge. Hurry, order this Bargain today.

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A-555
All For \$2.00



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\$1.00 EACH OR
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SPRINKLE ON MONEY

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ALL 3

BIG SELLER

FOR \$2.00

Here is a strange name, but evidently this **ESSENCE OF BEND-OVER** has been well known, because it mentions in a Book that tells about the paraphernalia of Conjure that **ESSENCE OF BEND-OVER** has been USED TO RULE AND HAVE YOUR WAY. From this we assume that people who are anxious of having their own wishes or desires brought about have used **ESSENCE OF BEND-OVER**. We do not sell for this purpose and make no claims that it will bring about any Supernatural occurrences. If you desire **ESSENCE OF BEND-OVER** as a Curio, you may use it to keep your Home smelling Sweet and Pleasant.



HOW TO USE IT

Sprinkle on Your Clothes or Money, Rub on Your Body, Arms, Neck, Chest or Behind Ears to keep a delightfully fragrant enticing aroma about your person. Also sprinkle on your Bath. Put a few drops on your Pillow before going to sleep at night. Order yours Today by the name and number.

ORDER BY NO. A-412

PRICE ONLY \$1.00

OR SEND \$2.00 for ALL 3,
ON THIS PAGE

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FAST Scrubbing Essence a mixture of 13 oils.
It mentions that this **FAST**

Scrubbing Essence has been burned with Incense for Fish Fry **LUCK**, Business Success, and we assume that this mixture has been used for any sort, or all kinds of **LUCK** Purposes, such as: Winning in **LOVE, GAMES, MONEY MATTERS**, etc. We make no claims that this **FAST SCRUBBING ESSENCE** should be used, or it would be valuable for bringing about **LUCK**. We do, however, make it from 13 Essences, as near as possible to Formula given in Book.

NO. A-409

\$1.00
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ALL 3 ON
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HAS NO-HARRA PERFUMED LOTION

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\$1.00

All 3 bottles
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ARTISTS'
CONCEPTION OF
GAMBLER WINNING

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The Great GO-BO Brand Novel NUMBER



No. A-201C
Price Only
50c

AMAZING
AMUSING
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NUMBERS COME OUT IN ASHES

The GREAT GO-BO Brand Novel NUMBER Incense seems to be the most Weird looking, the most Mystic looking Incense known to man. Just Burn a piece and see for yourself—NUMBERS appear almost like MAGIC in the ASHES. Like the Handwriting on the Wall. You'll be Amazed. You will Marvel! Unfailingly—Without a falter—Little by Little—Surely—each NUMBER creeps into Form. Buy a Box Now. See this MYSTIC PERFORMANCE yourself. You should be pleased. Many of our customers might buy this Incense believing they are going to get a LUCKY NUMBER but we, of course, make no claims to this effect, and sell only as a very New, Novel Incense. When lighted and burned NUMBERS appear in the ashes, but we do not claim that these Numbers are of any value. Great Fun and Amusement can be derived, and you might amuse yourself with different Games that might be interesting when burning this Incense. NUMBERS GUARANTEED TO COME OUT IN THE ASHES.

ORDER BY NUMBER A-201C

Big Box 50¢ or 3 for \$1.00

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.

Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.

Just take a piece of INCENSE out of the Box and light it. Then watch the NUMBERS COME OUT in the ASHES.

NUMBERS APPEAR IN BURNING ASHES

Are you interested in NUMBERS? For Centuries thousands of people have always been attracted by the Mystery of NUMBERS. Numerologists and Mathematicians have written books about NUMBERS. What do NUMBERS stand for in your life? What combination of NUMBERS do you like best? You can have great amusement with this GREAT GO-BO Brand Novel NUMBER Incense. Burn a piece and see what NUMBERS Come Out.

BUY A
BOX
AMAZE
YOURSELF



BIG HAND BRAND CURIO



THESE CURIOS
PURCHASED

SEPARATELY ARE
VALUED AT \$3.00
Order By No. A-530

\$149

VOO-DOO and so called HOO-DOO and Conjure Doctors have made what they call HANDS. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which Roots and Lodestones were placed. This Outfit consists of a BIG HAND Brand Curio Bag, filled with Lodestone, High John the Conqueror Root, Salep Root that looks like a HAND, Bottle of Van Van Brand Oil and one alleged Good Luck Ring. We make no claims that these articles are Lucky or of any value as Job Getters, or LUCK Bringers, or that they possess any supernatural or extraordinary Power and sell only as Curios. If you want these \$3.00 worth of Curios for only \$1.49, Order Now by No. A-530. Enclose strip of paper or piece of string for Ring size.

LOOK ALLEGED LOOK
OLE' CONJURE MAN'S
RED FLANNEL BAG and Magnetic LODESTONE CURIO OUTFIT

ALL FOR \$1.00
for \$1.00

2 MAGNETIC LODESTONES
2 HORSHOE NAILS
1 RED FLANNEL CURIO BAG

2 Genuine Magnetic LODESTONES

2 Genuine HORSHOE NAILS

BIG SPECIAL
LUCKY MOJO Brand OFFER

HER SWEET PERFUME ATTRACTS HIM

LUCKY MOJO INCENSE

HIGH QUALITY INCENSE

LUCKY MOJO SACHET POWDER

LUCKY MOJO STRONG PERFUME

THIS \$1.70 VALUE
ALL FOR ONLY 98¢ WITH COUPON

LUCKY MOJO COIN

CHARITY & HONOR

LUCKY MOJO CO.

LUCKY MOJO CO.

BIG BARGAIN

HERE is one of the BIGGEST BARGAINS we have ever offered. Do you like to burn Incense? Do you like Sachet Powder? Do you like Perfume? Well here's a Bargain for you. Just think you can now get one Package of LUCKY MO-JO Incense, worth 50c, one jar of LUCKY MO-JO Sachet Powder, worth 35c, one bottle LUCKY MO-JO Perfume, worth 35c, and one alleged LUCKY MO-JO Good Luck Coin, worth 50c. Total Value \$1.70, but you can NOW get ALL for only 98c. Many people believe that the Burning of Incense will bring Good Luck. Many people like to carry a Pocket Piece with them all the time and hope that this will bring Good Luck. We make no claims that any of these articles will bring LUCK or Drive away Evil, or that they possess any supernatural or extraordinary Power, but we do have many customers who like them. If you want to get \$1.70 worth for only 98c Mail Your Order Today. If you wish you may tell us to send Order C.O.D. Just pay postman 98c plus few cents postage when he brings your package.

Order by No. A-539
All for Only

98c

An old Conjure Man or Trick Doctor of the South used this Curio Charm consisting of a Red Flannel Bag, filled with Lodestone, Nails, and Hair. This has been claimed to ward off the Devil, to be a Good Luck Charm against HANDICAPPING and to PROTECT against other "HANDS"; PROTECT against other "HANDS" meant, we believe, to ward off Evil intended by someone else. We sell two Genuine Magnetic Lodestones and two Genuine Horseshoe Nails in a genuine Red Flannel Bag only as a Curio and make no claims that these are LUCKY or have any supernatural or extraordinary Power or that they should be used for this purpose. If you wish this Red Flannel Curio Bag with TWO Magnetic Lodestones and TWO Horseshoe Nails you need not send money—just Order Now and tell us to send C.O.D. When package arrives pay Postman \$1.00 plus few cents Postage Charges. Remember you must Order by No. A-528 to get all for \$1.00. So please HURRY—Order Right Away.

Order by No. A-528
Price Only **\$1.00**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.

SUCCESS Brand WAXEN CANDLES

CANDLES USED IN RELIGION

The Burning of Candles is an old custom, which has been followed religiously for years. One Book states that Witches would be kept awake by carrying a lighted Candle about from 11 to 12 o'clock at Midnight. The story goes that the Witches tried to blow out the Candle, but if the flames burned steadily until Midnight you were safe. Another Author states, that in his belief, the lighted Candle so often used by the New Orleans Voo-Dos is simply a copy of the Candles burned by the Catholics to their Saints. It was also mentioned that a New Orleans Spell was worked by four nickels arranged in the form of a Cross with the Candle at the head and foot. In New Orleans Voo-Doo practices, Blue candles were used for Love. The author of this book also states that Candles, too, are regarded as a PROTECTION against Spells. It is believed among certain classes of people that the burning of Candles would bring GOOD LUCK, Help one Win in Love, and Drive away so called Evil Spirits. For Folks who wish to buy Candles for whatever purpose they want to put them to, we have prepared this box of SUCCESS Brand CANDLES. We make no claims that the burning of these Candles will bring LUCK, Drive away Evil, etc., and sell only as specially moulded, High Quality Candles. Choose the colors you want.

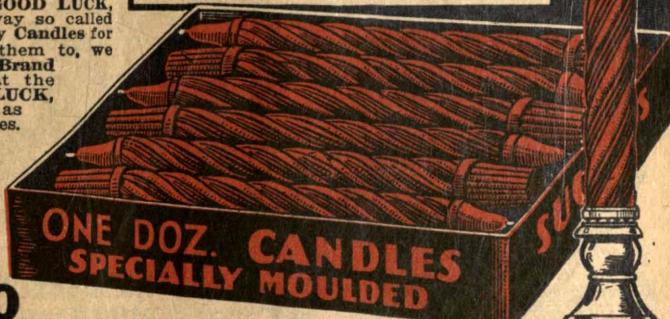
FREE

Of Extra Charge. Wick Anointing Oil will be furnished with each box of Candles.

1 Dozen Assorted Colors. \$1.10

RED	No. A-301	1 Doz. In Box.....	\$1.00
YELLOW	No. A-302	1 Doz. In Box.....	\$1.00
BLUE	No. A-303	1 Doz. In Box.....	\$1.00
BLACK	No. A-304	1 Doz. In Box.....	\$1.00
WHITE	No. A-305	1 Doz. In Box.....	\$1.00
GREEN	No. A-306	1 Doz. In Box.....	\$1.00

NOTE—We will assort up one dozen of these SUCCESS Brand CANDLES in a box—choice of any colors you wish for only 10¢ additional.



Alleged MO-JO LUCKY CURIO BRAND BOX



All for
\$1.00

VOO-DOO and so called HOO-DOO and Conjur Doctors have made what they call HANDS. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which ROOTS and LODESTONES were placed. We have prepared this MO-JO Brand CURIO BOX, which contains the following: Magnetic Lodestone, High John the Conqueror Root, Two Adam and Eve Roots, One Vial Van Van Brand Oil, and Red Flannel Bag. We make no claims that these articles have any Supernatural value, as Job Getters, Luck Bringers, or for Driving Away Evil, and sell only as an interesting Curio. If you wish this Big Box of Curios, for only \$1.00, send your Order Today.

Order by No. A-500
Price Complete in Box. \$1.00

Alleged LUCKY OMEN SYMBOL RING

Get this Mystic looking Ring, with Chinese Symbol on stone. The Manufacturer of this Ring states that this symbol means "Good Wind," and the Chinese symbols on the sides of the Ring designate "Happiness." The entire meaning of the Ring means "Good Wind of Happiness," or "GOOD LUCK" Ring. Many of our customers like to wear this Mystic, Weird Looking Ring, with flashy Red setting, designed with strange looking Chinese letters, and feel that it is a sort of LUCK Piece and Amulet. We have, therefore, given this Ring the name of alleged LUCKY OMEN Ring, but we do not claim that it will bring LUCK, or have any supernatural effect. Be first to wear this Mystic, Unusual Ring. Send piece of string showing finger size.

Order by No. J-126 Price Only. \$1.00

LUCKY MO-JO Alleged GOOD LUCK COIN

Thousands of people are carrying POCKET LUCK PIECES from which they would not part for anything. The LUCKY MO-JO Alleged GOOD LUCK COIN may be just the thing you would also like to carry. On this Coin you will find designed some of the most famous emblems of LUCK as follows: Horse Shoe Nail, Lady Luck, Four Leaf Clover, Horseshoe, Wishbone, Happy-Go-Lucky, Lucky Luce, Blue Birds of Happiness, Indian Luck, Gypsy Luck, Lucky Mo-Jo Heads, Truth, Love, and Romance. Carry all of these in your pocket at one time. We make no representations that this coin has LUCKY Properties and sell only as a curio. However, many of our customers have been pleased.

No. A-221 '50c
Price Only..

C. O. D. ORDERS — If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.

HELP YOURSELF to LOVE and HAPPINESS

Long lasting fragrance



USE HI-CLASS PERFUME Attract and Hold
Your Loved One by Smelling Sweet and Lovely

He whispers to Her:
I LOVE YOU SINCE
YOU'VE BEEN
USING
THAT
NEW
PERFUME

She to Herself:
THIS LUCKY
LOVIN' PERFUME
IS MY LOVE SECRET
— IT SURE IS GOOD

FAMOUS PRODUCTS CO. CHICAGO, ILL.

HOLD YOUR MAN PERFUME

Keep smelling Sweet, and Help ATTRACT the man you Love. Help Hold Your Man. Help keep him around by Smelling Sweet with the use of this Perfume. Order a bottle of "HOLD YOUR MAN"

Perfume. No. 25¢
A wonderful name for this Sweet Odor. V-240

GOOD TIMES PERFUME

Extra strong perfume



Girls,
Women,
Men, Boys
Here is the
LUCKY LOVIN'
Perfume

for you all.
Help open the
Door to Love
and Happiness
by keeping
yourself Smell-
ing Sweet and
Alluring.

Put a few drops of
LUCKY
LOVIN'
Perfume
on your
handker-
chief,
clothes, lips,
under arms,
or behind
ears, before
going out on
dates, par-
ties, etc.

Sweet,
Lasting

FAMOUS PRODUCTS CO.
CHICAGO, ILL. U.S.A.

We all want Good Times, fun, and popularity. Girls like Men who smell good. Men go for Girls who ATTRACT with Perfumed Sweetness. Most every-body wants to be popular—get invited out—have Good Times and a lot of Fun. Put a Little "GOOD TIMES" Perfume on Handkerchiefs, Lips, or on your body and help yourself to more Thrills and Happiness, by Smelling Sweet and Alluring.

No. 241 25¢

LUCKY LOVIN' PERFUME

Perfume Helps in
Love

Perfume has been used in all civilized ages and times by Ladies and Men to smell sweet and HELP ATTRACT their Loved One. Perfume yourself all over so when you step out Folks will notice you. Help draw friends. Have Happiness, Thrills and Good Times by smelling Sweet with LUCKY LOVIN' Perfume.

Highest Quality



Order a Bottle of Lucky Lovin' Perfume

Just look at this LUCKY LOVIN' Perfume. You should LOVE to smell it, because it has a Sweet, Thrilling, Odor. The Man and Girl in Love's Embrace on the label brings to you the Spirit of LOVE. V-267 35¢

LUCKY JOCKEY CLUB PERFUME

Be Wise. Use LUCKY JOCKEY CLUB Perfume. A few drops lasts a long time. Real loud and strong. Passionate fragrance should be a Help in ATTRACTING the opposite sex. Get a Bottle Today. Put on handkerchief, clothing, lips, under arms or behind ears. No. V-238 25¢

LOVE ME QUICK PERFUME

Sweet
lasting
odor



Is your Sweetheart neglecting you? Do you crave to quickly find yourself in the arms of your loved one? The strong aroma of LOVE ME QUICK Perfume seems to surround you with an air of mystic charm that may help bring Quick Action in matters of Romance and Love. So act quick. Order a bottle of this Thrilling Perfume Today. Invite Love and Romance by V-242 25¢

SEND ALL ORDERS TO KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

Alleged LUCKY SYMBOL RINGS

SKULL and BONES
Alleged LUCKY SYMBOL RING



THREE HEADED SNAKE
Alleged LUCKY SYMBOL RING



Alleged
CHINESE

No. J-136 . . . Price 69¢

The SKULL was considered PROTECTION against EVIL by the Wild Wa Tribe of Burma. If you wish to wear Ring as a Symbol of GOOD LUCK, you may do so, but we make no claims that it will bring Luck or drive away Evil. Very mystic looking.

ORDER YOURS NOW.

3 WISE MONKEYS

Alleged LUCKY SYMBOL RING



No. J-134 . . . Price \$1.00

Here are the famous 3 WISE MONKEYS One represents "Speak No Evil," the second Monkey represents "See No Evil," and the third Monkey represents "Hear No Evil." Some of our customers we believe, like to wear this Ring as a Symbol of LUCK and POWER, but we make no claims that it has any value for this purpose and sell only as a very beautiful piece of jewelry. One of our Biggest Sellers.

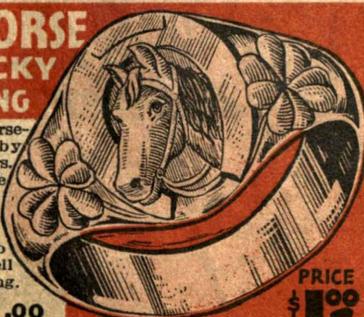


ORDER NO. - J-133 PRICE 49¢

RACE HORSE
Alleged LUCKY SYMBOL RING

Horse's Head in Horse-shoe surrounded by two 4-Leaf Clovers. These Symbols have been known as GOOD LUCK BRINGERS. We make no claims to this effect and sell only as a fine Ring.

No. J-125 . . . \$1.00



PRICE \$1.00

No. J-150 . . . Price 50¢

The SNAKE'S HEAD Talisman was Worn to PROTECT against Evil and as a symbol of POWER. We make no claims to this effect for this Ring but sell it as a Beautiful Curlo Ring. Consists of 3 SNAKE'S HEADS set with Imitation Diamond.

Alleged LUCKY SPIRIT SYMBOL RING



No. J-147 . . . Price \$1.00

This ring is decorated with a SPIRIT like figure, that may be taken to represent the GOOD SPIRIT and be worn as a Symbol of GOOD LUCK. We make no claims that it will produce LUCK or DRIVE AWAY EVIL, but sell only as a fine piece of Curio Jewelry. Should look beautiful on your finger.

DOUBLE HEADED TIGER
Alleged LUCKY SYMBOL RING



PRICE \$1.00

The TIGER has been known as a "God of the Gambler" in China. Even though some would call this ring LUCKY, we make no claims to this effect. It is a beautiful Ring and you should get great pleasure wearing it.

No. J-135 \$1.00

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.

Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.